

FORM 1120

U.S. Treasury Department
Internal Revenue Service

U.S. CORPORATION INCOME TAX RETURN—1959

or Other Taxable Year Beginning

1959, Ending
(PLEASE TYPE OR PRINT)

Name

GULF STATES UTILITIES COMPANY

Number and street

MARCH, 1960

City or town, postal zone number, State

A. Check if taxpayer is a sole proprietorship or partnership electing under section 1361 to be taxed as corporation.

B. Is this a consolidated return? Yes No
(See Instruction I)

C. Are you a personal holding company? Yes No
(See Instruction H)

D. Total assets from line 13
Sch. L (See instruction O)....\$

E. County in which located

F. Are you a resident foreign corporation? Yes No
If "yes," place incorporated

1. Gross Receipts	Less: Returns and allowances
2. Less: Cost of goods sold (Schedule A) and/or operations (Attach Schedule)	
3. Gross Profit	
4. Dividends (Schedule C)	
5. Interest on obligations of the United States, etc. issued: (a) Prior to 3-1-41—(1) U.S. savings and Treasury bonds owned in excess of the principal amount of \$5,000; and (2) obligations of a U.S. instrumentality	
6. Other interest	
7. (a) Rents	(b) Royalties
8. Net gains (losses) (from separate Schedule D)	
9. Other income (Attach schedule)	
10. TOTAL income, lines 3 to 9	

11. Compensation of officers (Sch. B)	
12. Salaries and wages (not deducted in line 11)	
13. Repairs (Do not include in line 12)	Capital expenditure
14. (a) Interest	(b) Rent
	(b) Interest

Net (Attach sch.)

Depletion

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March, 1960

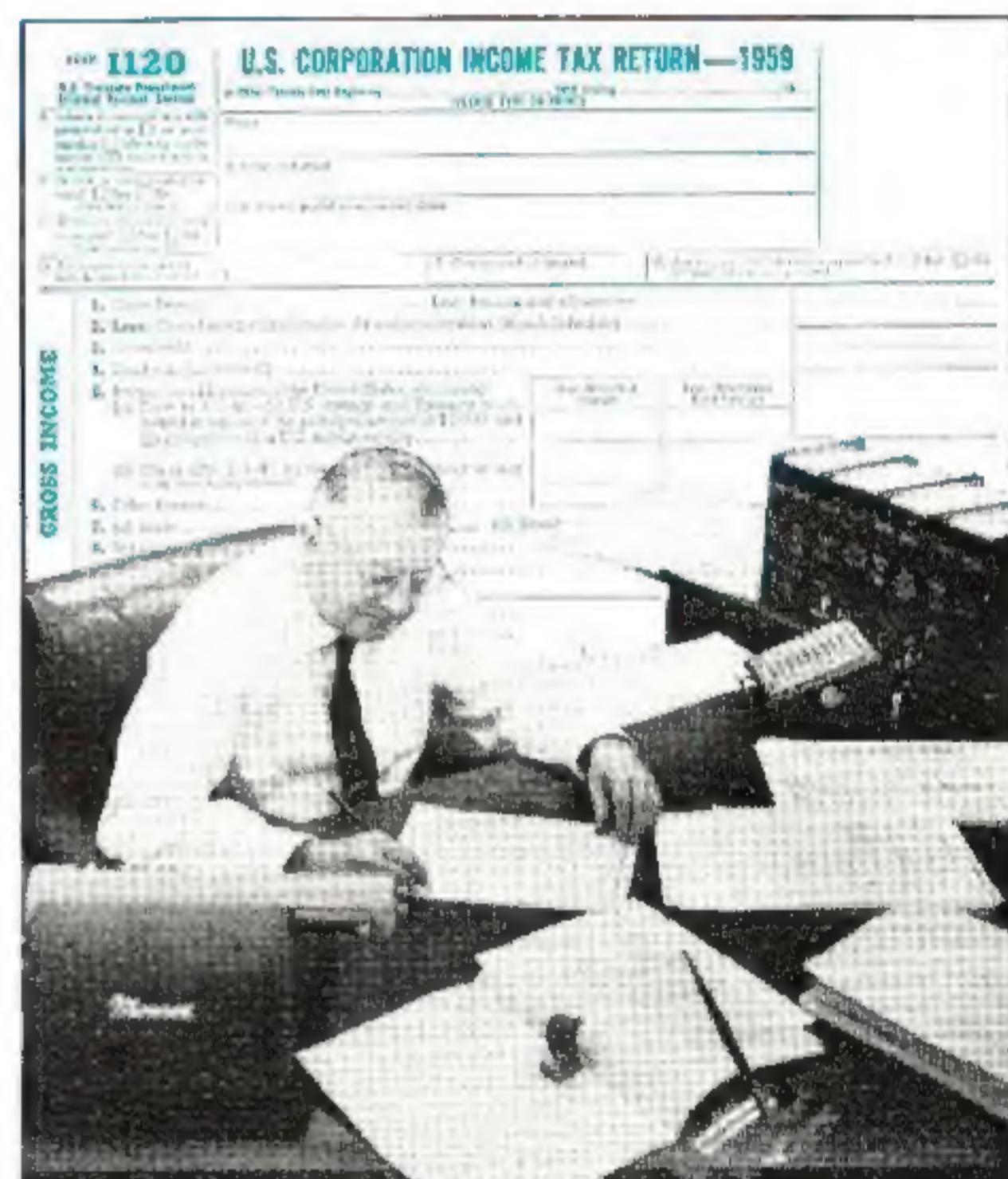
Vol. 38, No. 3

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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OUR COVER



What can you say about taxes that hasn't already been said? Everyone pays them, but some pay more than others. And companies, like individuals, meet tax deadlines. In fact, our Company meets several tax deadlines each year. Keeping up with and paying our federal income taxes is one of the more pressing responsibilities of Dennie K. Clubb, tax and budget accountant in the Beaumont Statistical Department. Mr. Clubb is pictured hard at work on the company's tax books, with visions of deadlines dancing in his head. To illustrate the importance of this job, Company taxes of all kinds amounted to \$17,736,174 in 1959, and were, once again, the largest single cost which the Company has. Taxes absorbed 23 cents of every dollar of revenue our customers paid us. What does Mr. Clubb do when he goes home at night? Figures his own taxes, of course.

James S. Turner
Editor

Don Hinkle, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Charlotte LeVois, artist; Bunch Eads, writer; George T. Smith, writer.

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Barbara Price	La. Station
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Ethel Sharp
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T & D
Purchasing
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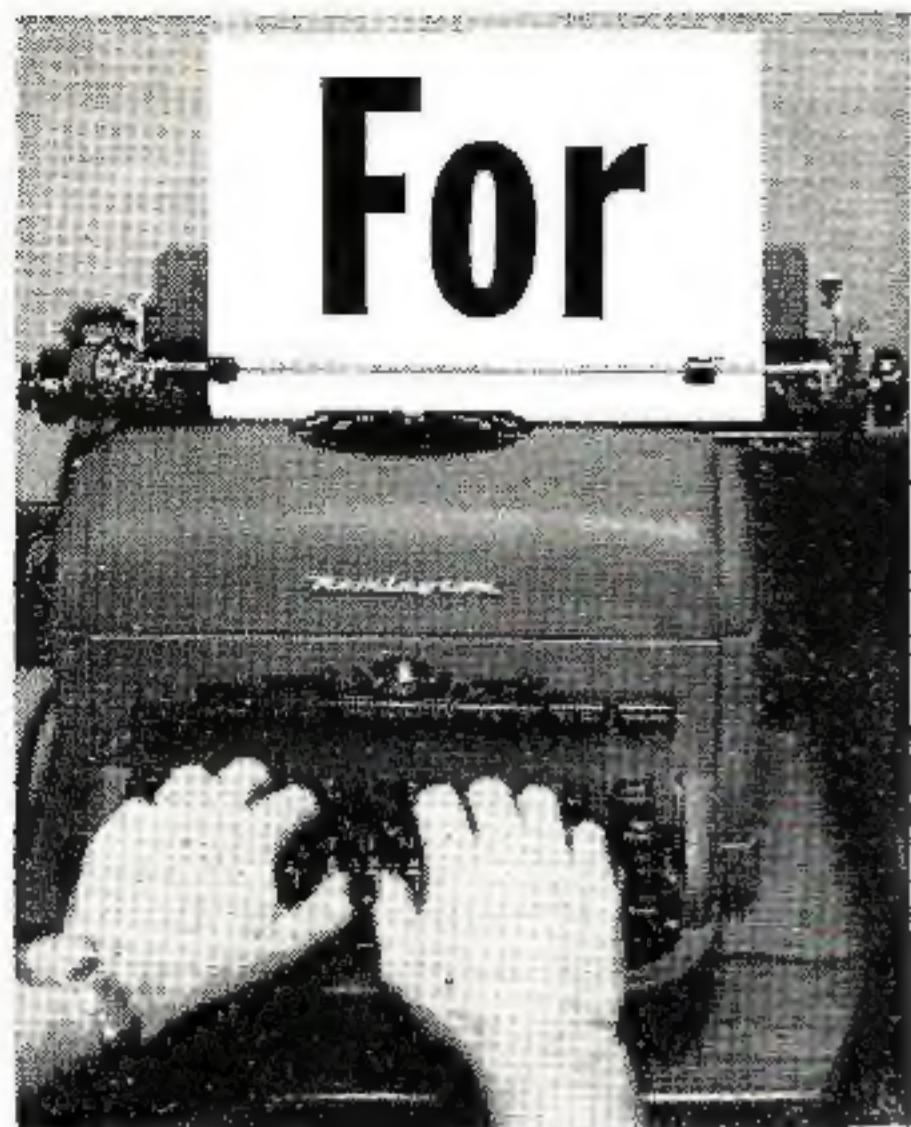
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Jack Bass	Sales
Earline Stratton	T & D
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Mary Ann Gauthier	Jennings
Cynthia Nolan	Lafayette
Martha Lynch	Nelson Station
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Your Information...

Money—Life Blood of Business

MONEY is the life blood of business and it flows through the veins of the economic body and provides purchasing power just as our blood provides oxygen and energy.

A good illustration is the distribution of the income of big business.

Last year the customers of the 100 largest corporations* paid \$141,600,000,000 for their goods and services.

Let's first arrange this income according to the five basic business costs.

Here is the breakdown expressed in billions of dollars:

RECEIVED FROM CUSTOMERS	\$141,600,000,000
1. Cost of Materials and Services from others	78,000,000,000 (55.1%)
2. Cost of Human Energy (Payroll, employee benefits, etc.)	37,700,000,000 (26.6%)
3. Cost of Tools Wearing Out (Depreciation, etc.)	6,600,000,000 (4.6%)
4. Costs Ordered by Government (Taxes)	11,400,000,000 (8.1%)
5. Cost of Using Tools (Profit)	7,900,000,000 (5.6%)
TOTAL COSTS OF DOING BUSINESS	\$141,600,000,000
	100%

ITEM 1. \$78 billion was paid to suppliers for the goods and services needed in making and selling the products.

It is important to note that this \$78 billion was used by the suppliers in the same way to cover these same five costs, because they too, had to make outside purchases, meet payrolls, provide for worn out tools, pay taxes and pay for the use of their tools.

This same process continued through every step of the production.

So, obviously, the \$78 billion flowed to many millions of people where it again became purchasing power.

ITEM 2. The \$37.7 billion of payroll and benefit was received by the 6.5 million employees of the 100 corporations, making the average (annual) income about \$5,800.

A large percentage (\$981) never got into the hands of the employees because it represented employee benefits paid directly to pension and insurance funds where it was promptly invested.

A second amount (\$171) never got

The rest of it (\$3,716) went to the people he bought from.

But all of the \$5,800 flowed almost immediately to somebody else.

ITEM 3. This \$6,600,000,000 was paid out or set aside by these 100 corporations to replace worn out or used up tools.

This was either invested (temporarily) or promptly paid out to the suppliers who sell the land, machinery and buildings needed by these corporations.

Like the suppliers of Item 1, these suppliers also used this money to pay the same five costs, spreading it far and wide.

ITEM 4. This \$11,400,000,000 was paid to government in taxes and was promptly spent and received by millions of people.

ITEM 5. We now have left the \$7,900,000,000 representing the return to the tool owners (in our case, our shareholders).

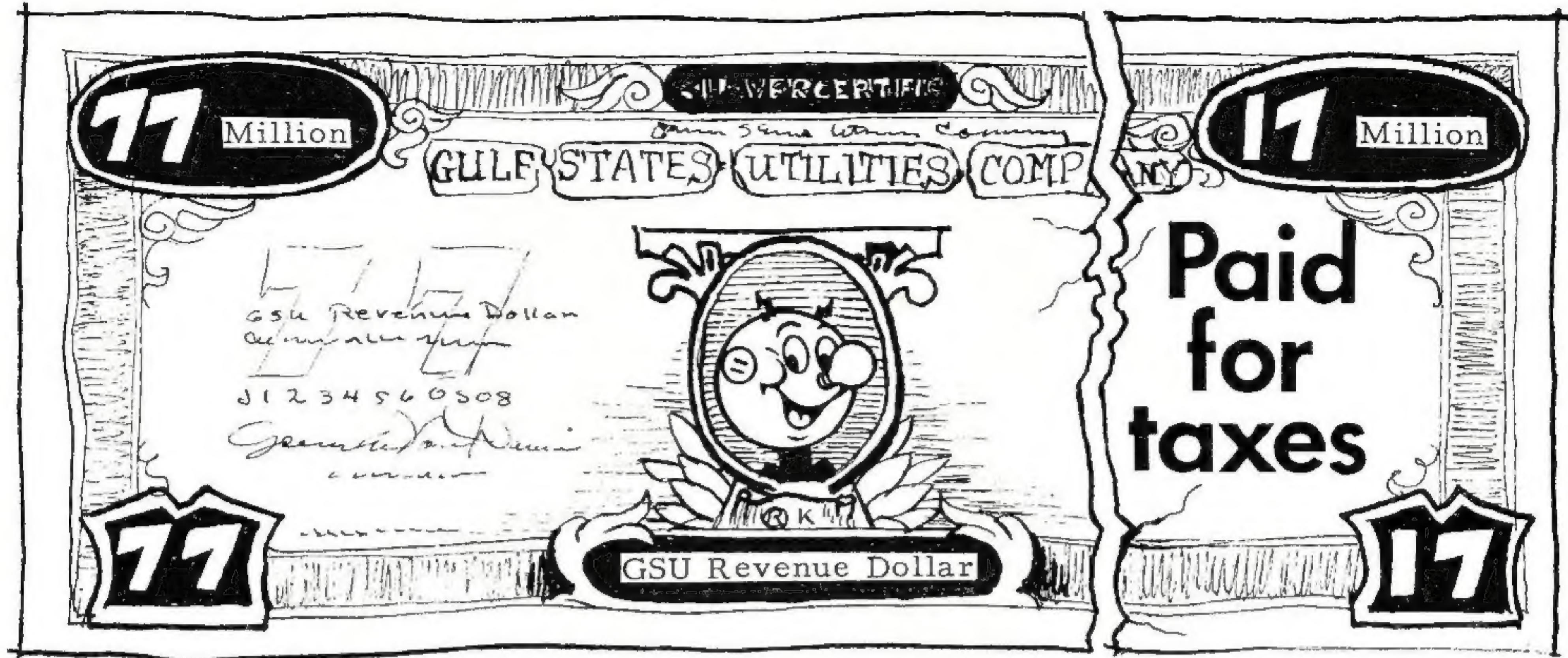
Of this \$7,900,000,000, about \$5,000,000,000 was paid out in cash dividends and (after payment of income tax) was spent in about the same way as Item 2.

The remaining \$2,900,000,000 was "ploughed back" in the business and was used in the same manner as Item 3.

CONCLUSION: All of the \$141,600,000,000 flowed out of these corporations into the economic blood stream and immediately began to flow back again in the form of purchases, thus starting the recirculation process all over again.

—American Economic Foundation

* Analysis on non-financial corporations as appearing in the First National City Bank Letter (NYC), September, 1959.



Our Tax Dollar

Company's Largest Single Item

Of Expense in 1959; Taxes

Amounted to More Than Revenue

From Commercial—Industrial Sales

NEXT month we will all have to meet a deadline no one enjoys getting ready for. "T" day is April 15, the last day our federal income taxes can be paid without penalty. Our Company also has to meet tax deadlines.

Taxes were our Company's largest single operating expense in 1959.

- GSU taxes totaled \$17,735,957.
- GSU taxes amounted to \$70.12 per residential customer.
- GSU taxes took 22.75¢ out of each dollar our customers paid us.
- GSU taxes took \$54,954 more than our gross revenue from commercial and industrial sales.

- GSU taxes were 1.6 times more than the total operating payroll of the Company.
- GSU taxes were 1.84 times the cost of all fuel for our generating stations.
- GSU taxes per share of common stock are almost $1\frac{1}{2}$ times the Company's earnings per share, and close to 2 times the dividends per share.

Taxes, at today's high level, have the power to destroy a business or an industry. We don't mind paying our fair share of taxes like everyone else. But we should all be concerned about how our tax dollars are used, and should insist that they be devoted only to necessary items.



Your Representatives Want To Know

WHAT'S your opinion on increasing Social Security benefits and your monthly payments to pay for them? Federal spending for schools? Legislation to provide for more "federal government power"?

These are all problems of grave concern to all thoughtful persons. The politicians who represent us on local, state and national levels have to vote to settle these problems in a way that they believe best expresses the wishes of the majority. But here's the catch: They don't know what we think unless we tell them.

All of this is a part of American politics. As citizens in a free country, we owe it to ourselves and our children to take an active part in politics, to write to our elected representatives and tell them what we think, and why.

And don't think your representative is too busy to listen to you—he'd better not be if he wants to get your vote next fall. He has an obligation to read your letter, consider your thoughts, and give you an honest answer.

If potential legislation will affect your city, parish or state, consider it

from the local standpoint. How will it affect you? Will it benefit only a small portion of the population? How will it affect our Company . . . and your job? Do you believe it would violate any of your rights as a citizen of the United States?

After looking at all sides of the question, you should be able to decide whether you are for or against it, and write a letter to the appropriate representative. He wants to hear from you because he needs to know—before he votes—how many of his electors will like or dislike the legislation. Your letter will help him make that important decision.

Write YOUR Opinions

It's best to approach him with your own opinions, without using the "bandwagon approach," which all politicians are familiar with. The person who writes the "bandwagon" letter pretends that he speaks for far more people than he actually does.

Unfortunately, our elected representatives get too many letters of his caliber, and also they hear from too many people who expect the politician to gain special favors or privi-

leges for them.

Actually, the people who write these letters are helping you, while hurting their own causes.

Speak Up, America!

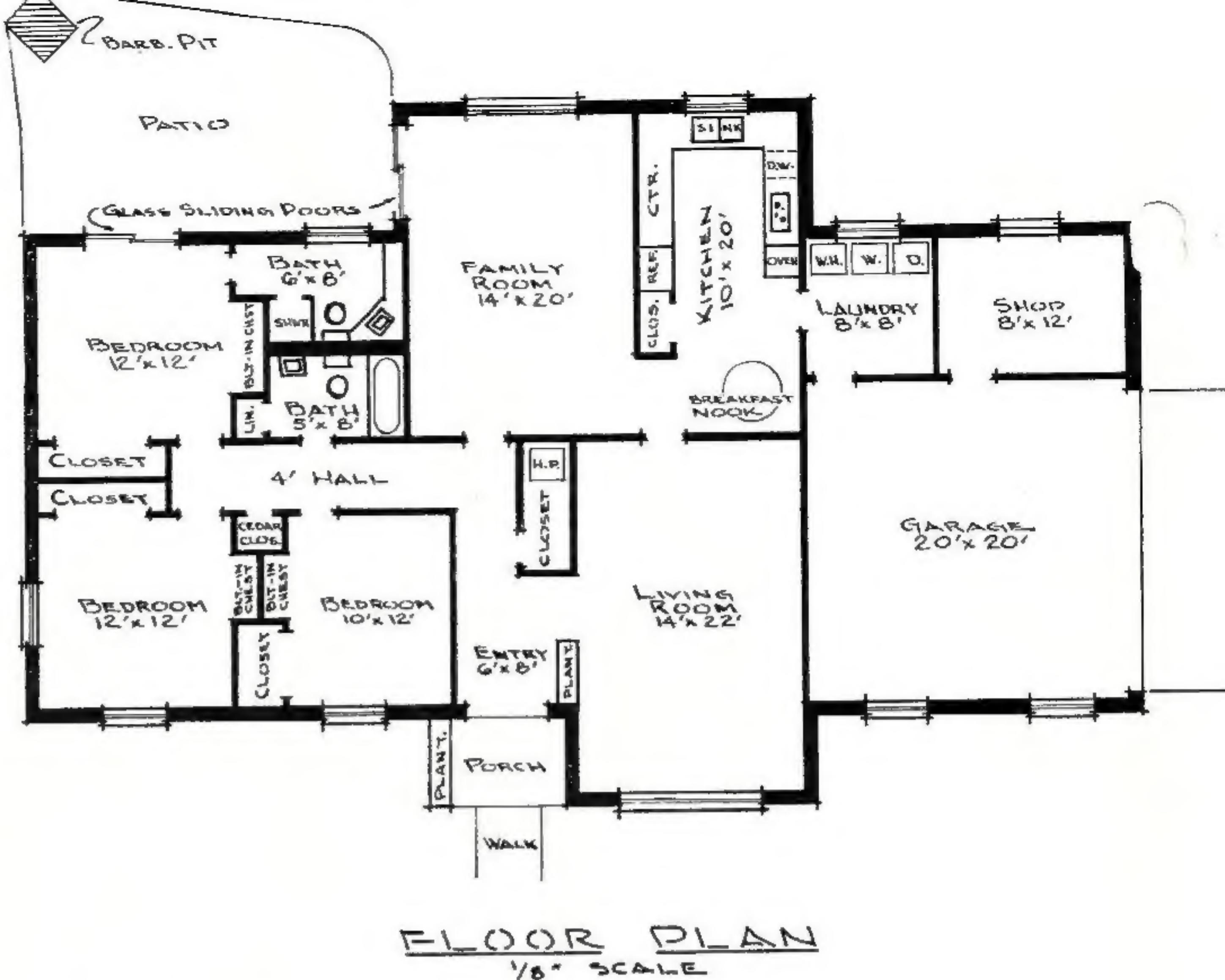
If you present your case in an open, honest and straightforward way, then your representative will appreciate it, and he will consider your letter more carefully.

Don't send a "form letter," one that is exactly like a dozen or a hundred others, and that has been printed only for your signature. Politicians hate these like fury.

Proper form for writing to representatives is to address him as "The Honorable (name)". Your salutation can either be: "Dear Sir," or "My dear Senator (Congressman, Representative)".

Because of state and national elections this year, most politicians are doubly eager to please you and earn your vote, so don't hesitate to throw your weight as a citizen, taxpayer and voter into the issues of the day that affect all of us.

It's right to write, and a sin of omission not to let your voice be heard.



FLOOR PLAN
1/8" SCALE

Mr. Henry Builds His Dream Home

IT takes a heap o' livin' to make a house a home, but it takes a heap of planning just to get the house built in the first place. Especially when it's to be a Gold Medallion home. Carroll Henry, engineering assistant in the building design section, System Engineering Department, Beaumont, started building his Gold Medallion Home in June of 1959. Long before that, Mr. and Mrs. Henry began planning so that the home would have all the built-in comfort they could offer the family.

Electric living was the key, so Mr. Henry wisely sought advice from Gulf Staters who specialize in planning homes. Leonora O'Neal, home service director, and Thelma Carson, home service advisor, helped with the color scheme and kitchen layout. Brooks Bishop, commercial sales representative, and Joe McClelland, industrial sales engineer, advised him on his heat pump, and Ed Vogel, survey party chief, gave technical assistance on leveling the foundation.

"Since I was building the house myself, on nights and weekends," Mr. Henry said, "I owe thanks to a lot of neighborly Gulf Staters without whose help on the actual construction the home could never have been built in such short time: Jim Dowies, supervisor of customers accounting in Lafayette (who owns a lot nearby); Ray Johnston and Frank Peel, both in Engineering Building Design Department; Gerald Dean and Raymond Jones, of the Building Maintenance Department; James Mahlmann, T & D Engineering; M. A. Merchant, Records

Department supervisor (and a neighbor); Ward McCurtain, Tax and Insurance; Jacob Wallace, T & D Line; Terrell G. "Butch" Franklin, Purchasing; and Charles Dunaway, General Accounting. And Barna Gager's Service Department gave me immediate electric service when I needed it; of course they do that for any customer."

Do-It-Yourselfer Henry had some carpentry help, too, from his father-in-law, Mr. Carl Reese.

What's in Mr. Henry's dream home, electrically speaking? Plenty of housepower, for sure, with 51 wall outlets available inside and two weatherproof outlets on the outside, for his power lawnmower and Christmas lights.

Light for living, too, with 34 overhead light fixtures, six outside flood lights, and two post lanterns.

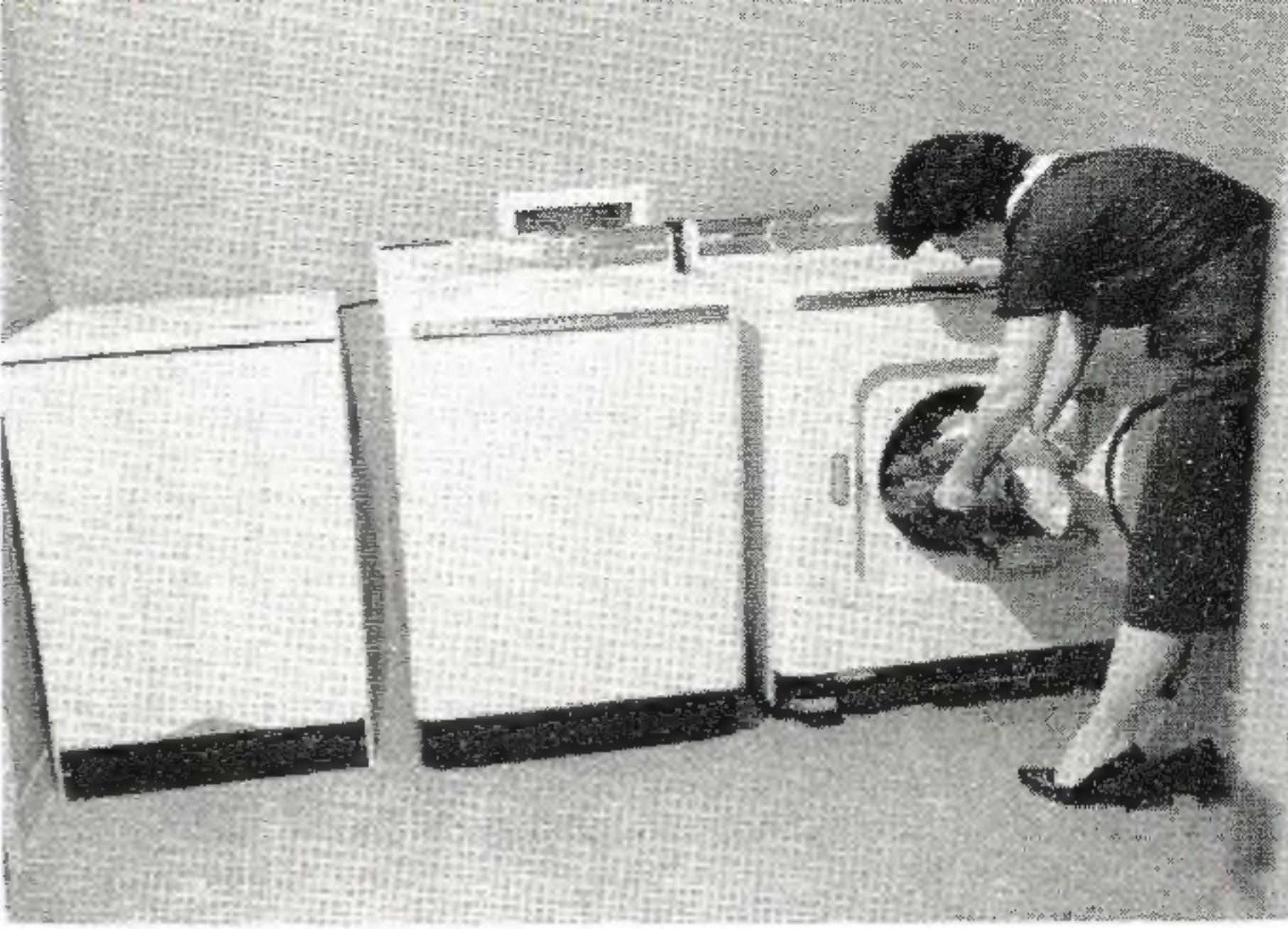
The electric kitchen includes range, oven, disposal and dishwasher. The electric laundry includes washer, dryer and water heater. And there's an electric power saw in his workshop.

Planning really pays off when the house includes such handy details as jamb switches on the closet doors that turn the light on and off when doors are opened or closed. And, there's a sturdy slide-out shelf under the bathroom sink for the kids to stand on when they brush their teeth.

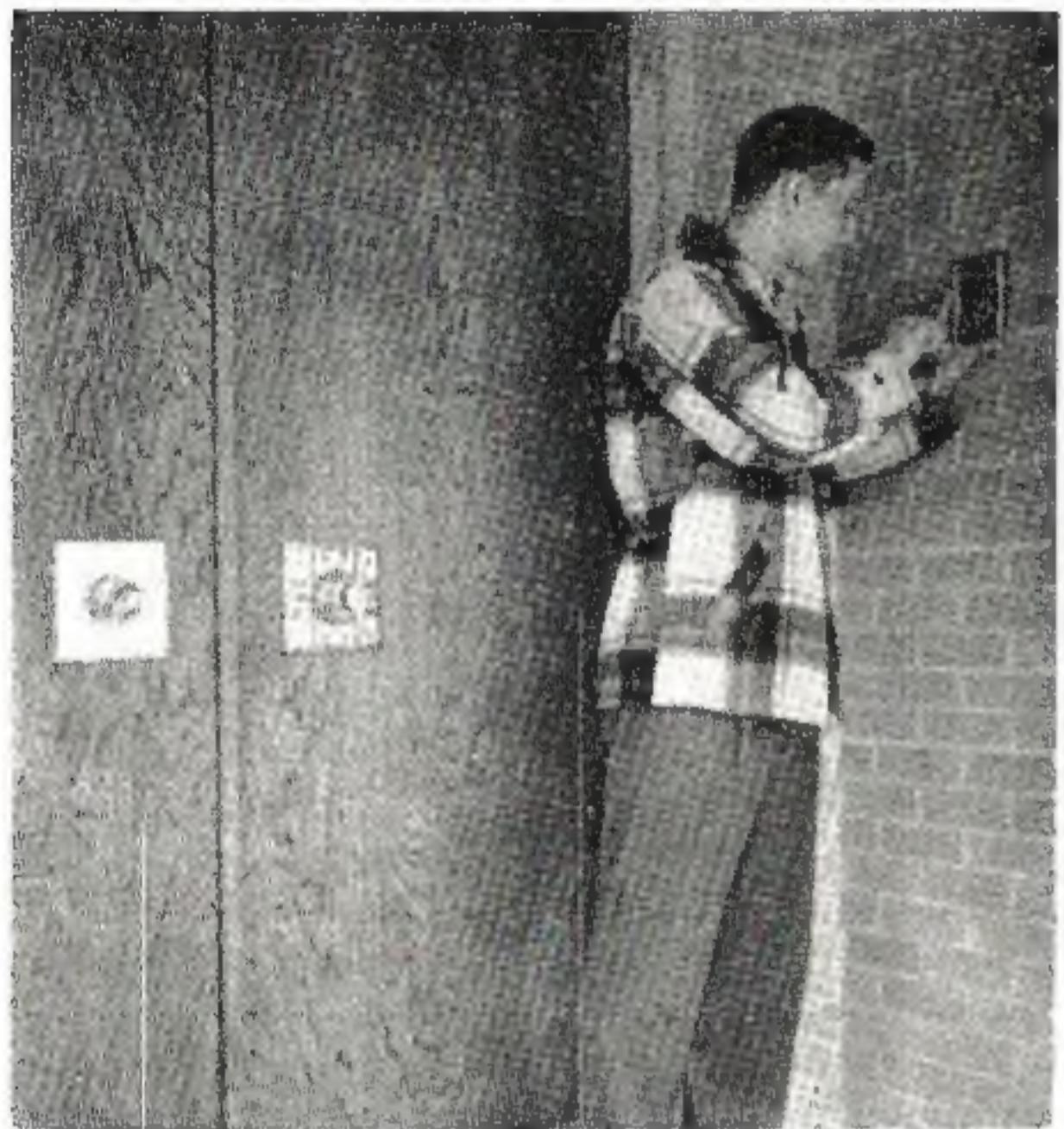
Now the home is almost finished, except for some details of lighting fixtures and woodwork, and the happy Henry family moved into its new electric-living home on the first day of the new year. Resolutions, anyone?



"SOLID GOLD". The Henry dream home at 3095 Arbor Lane sits in the middle of a 21,000 square foot lot. Home itself has a living area of 1,982 sq. feet (not including garage). Outside brick is pink veneer, and walls and ceilings contain foil enclosed fiberglass insulation.



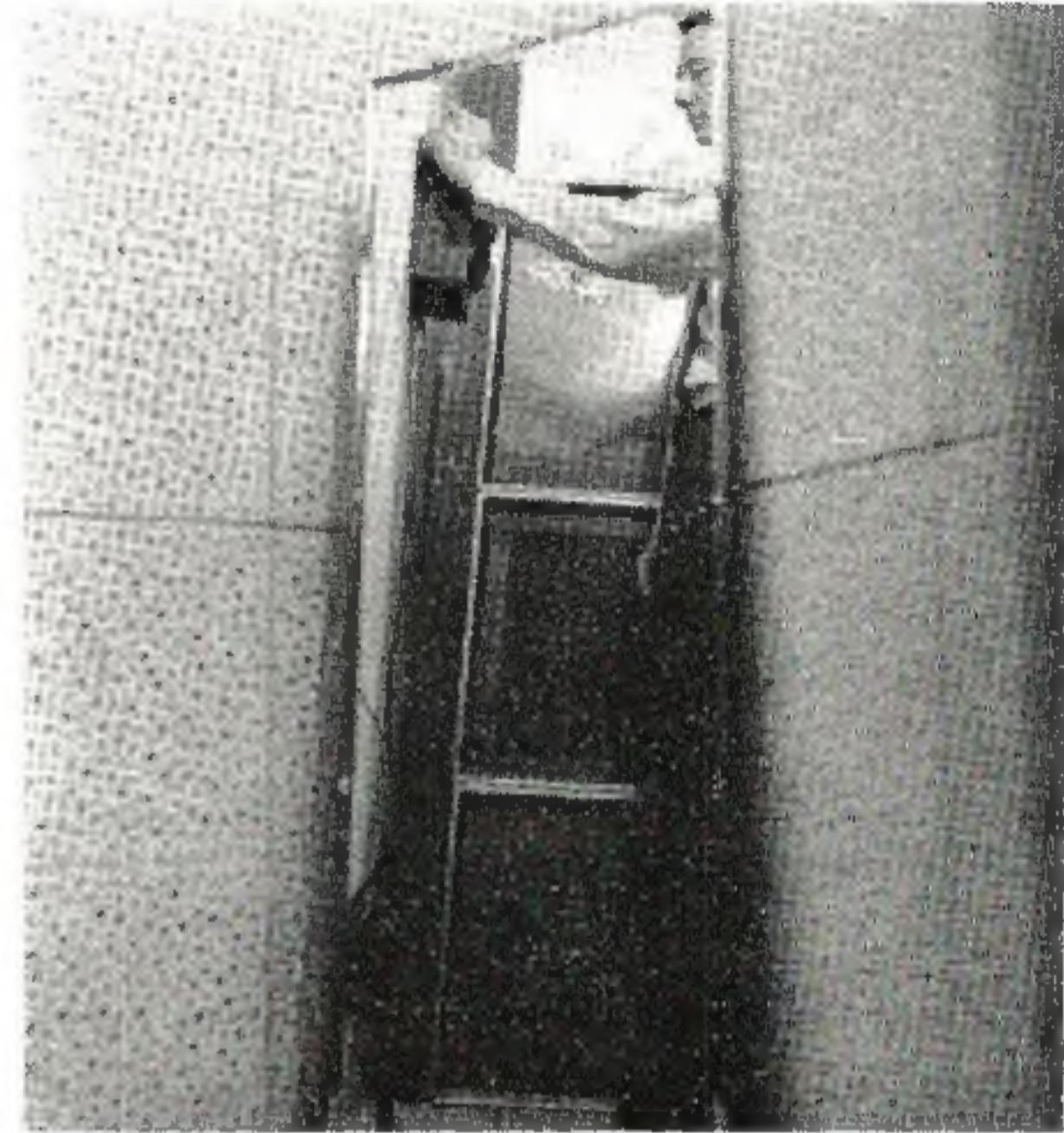
UTILITY ROOM. Carleen Henry does her washing in this compact room just off the kitchen. Quick-recovery water heater is next to the washer and dryer. Exhaust fan blows heated air out of the room.



WHO NEEDS A DOORBELL? Mr. Henry built an outside speaker as part of the home's network intercom system. Visitors can speak to anyone within the house.



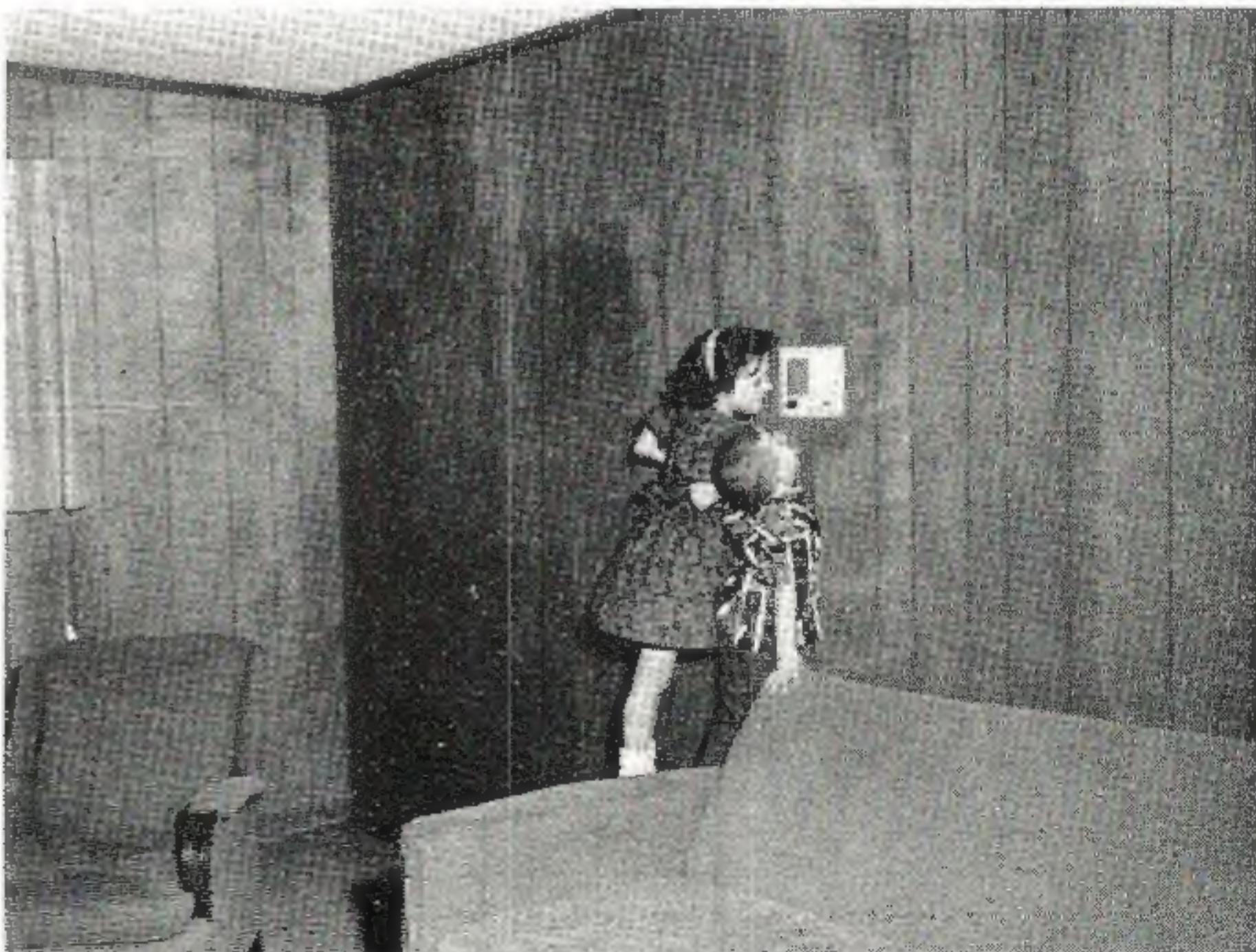
EFFICIENT ELECTRIC KITCHEN. Mrs. Henry has at her fingertips the latest electric wife-savers: Built-in range top, oven, dishwasher and garbage disposal.



COMFORT-CONDITIONED AIR. The 3.7 ton Typhoon heat pump is situated unobtrusively in the hall closet. Sound-conditioned walls muffle pump's low murmuring sound.



COMMUNICATION CENTER. Intercom controls are located in the kitchen, so that Mr. and Mrs. Henry can talk from there to anywhere in the home. Intercom also carries AM and FM radio music, or can be connected with hi-fi set.



"NOW HEAR THIS". Children Cree and Bradd get instructions over the intercom from mom: "I can stay in the kitchen and still know what's going on in the rest of the house. It saves me a lot of legwork."



In Baton Rouge . . .

Gas Department Opens New Service Center

ASK a member of the Gas Department in Baton Rouge what's new in the Space Age and he'll tell you all about his department's roomy, new Service Center on Choctaw Drive, which the 100-man team occupied last month.

Space has long been at a premium for both the Electric and Gas Departments in Louisiana's capital city. For years, the fast-growing departments shared quarters at the Government

Street Service Center.

The new Service Center covers 15,000 square feet of floor space, which allows room for normal growth, and its location in the heart of the city gives it a definite advantage for dispatching men, materials and equipment in all directions.

The exterior of the new building is finished in face brick. Inside, the floors are finished with vinyl throughout except for the meter shop, tool and stock rooms which have concrete

floors. Glaze tile blocks form the walls to hold up the celetex ceiling. The latest lighting fixtures provide excellent illumination throughout the building.

As proud as any new home owner, the Gas Department on January 27, 28 and 29 held open houses to show its new center to Baton Rouge area employees. Pictures on this page illustrate why the Gas Department is proud of its new home.



At Our Lady of the Lake Hospital In Baton Rouge . . .

Reddy Comes To Nurses' Aid

ELECTRICITY has eliminated another tedious and time-consuming chore from a long list of nursing duties at Our Lady of the Lake Hospital in Baton Rouge.

Two hundred twenty-five new all-electric beds were recently installed in the hospital's new addition. They are designed to permit the patient to comfort-position himself by the use of three simple controls. This leaves the nurse with more time to do the other jobs she is trained to do. Doctors also feel that the use of the all-electric bed speeds recovery by helping the patient regain his confidence. Also, the bed can be lowered closer to the floor, so that the patient can get in or out of the bed without the use of a foot-stool and with less danger of a fall.

Some of the other new facilities in the hospital include the X-ray, fluoroscope, and physio-therapy tubs. The new seven-story structure-built at a cost of \$4,500,000-is completely air-conditioned and contains six new operating suites, one emergency suite, a complete obstetrics department, laboratory, radiology department, physical therapy area and a new all-electric kitchen and cafeteria.

Reddy Is Hospital Handyman

Major electrical equipment in the kitchen includes six ranges, two fryers, two steamers, three ovens and a broiler. Modern lighting, food-service elevator, food conveyor belt, plate warmers and electrically-heated carts to keep food warm, complete the electrical kitchen conveniences.

But of all the efficient and time-saving services provided by Reddy Kilowatt, the main topic of conversation is the electric bed.

The three controls (levers), located on the right side, allow the patient to raise and lower the head section, or the knee section, and to adjust the height of the entire bed. A 1/12th horsepower motor supplies the power, which can be controlled within minimum and maximum limits. It is automatically cut off at extreme low or high positions.

Each of the 225 beds is equipped with a foam rubber mattress and a pair of safety sides. The sides can be adjusted to assist the patient in moving or turning in bed. This is the largest installation of all-electric beds in the deep South.

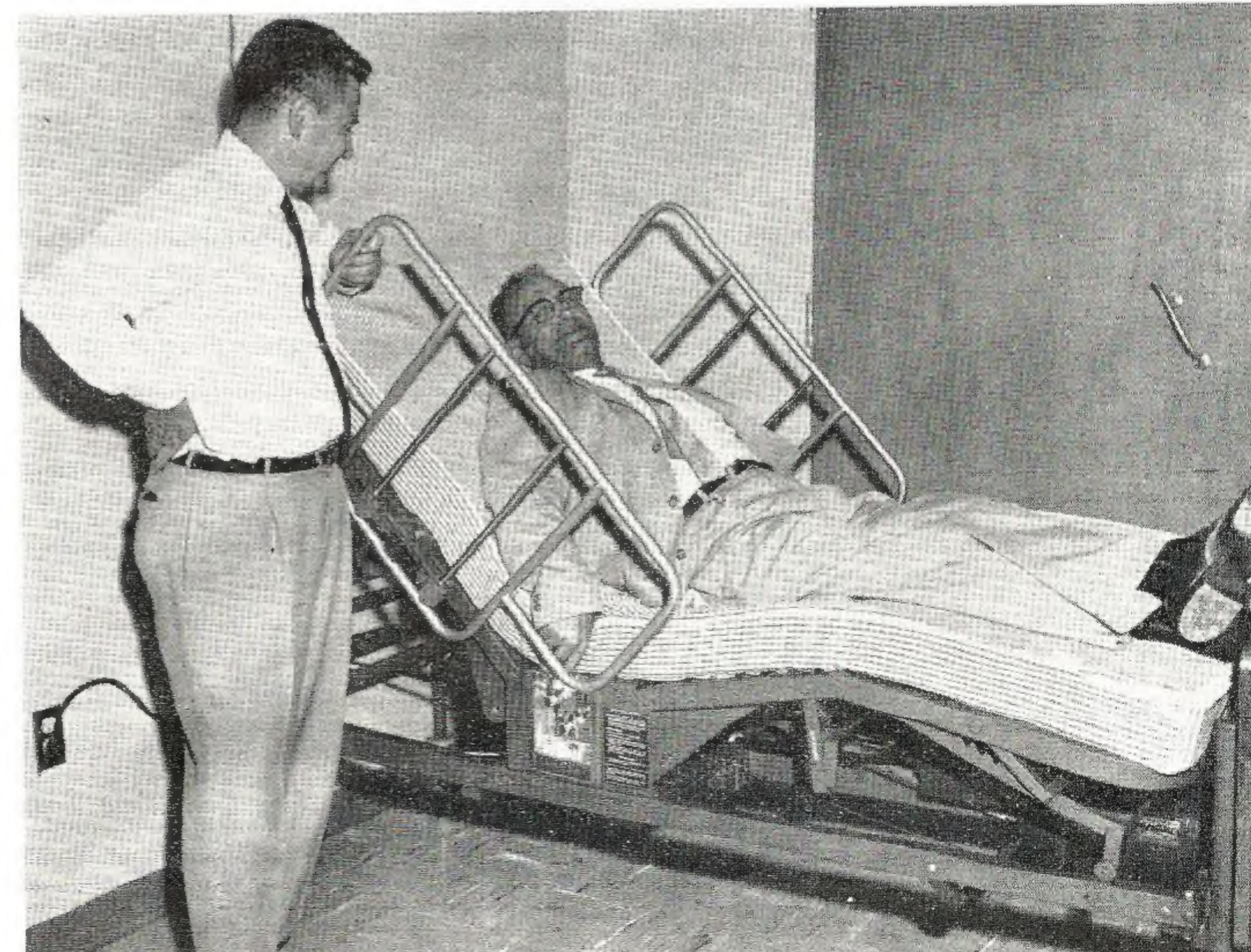


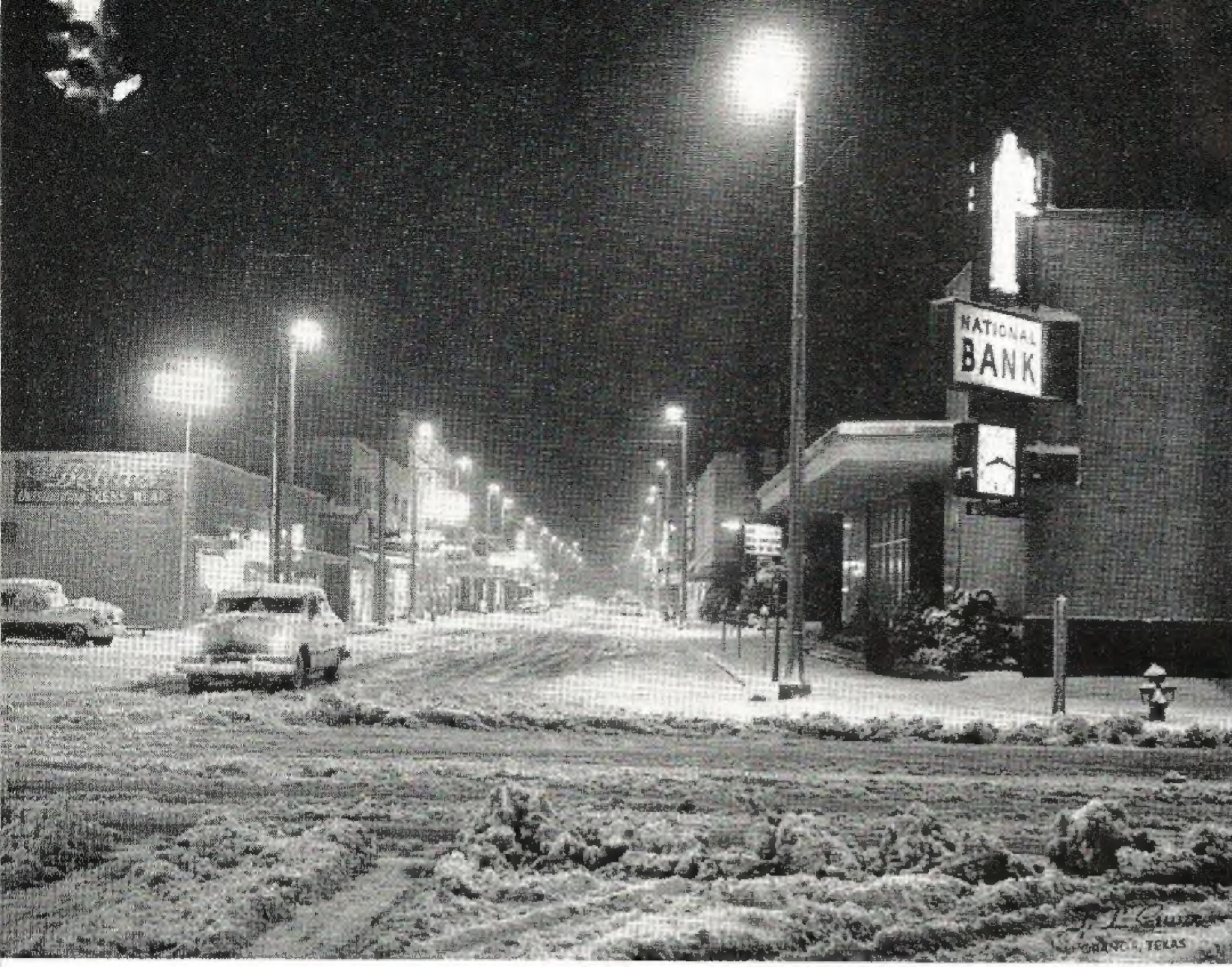
An aerial view of the beautiful lakeside campus of Our Lady of the Lake Hospital, Baton Rouge. The new all-electric, 225 bed, seven-story addition

can be seen to the rear of the old hospital building. The new wings were constructed at a cost of \$4,500,000.

Henry Landry, Baton Rouge industrial sales engineer, demonstrates the head and knee operations of one of the all-electric beds. J. B. Hera-

man, Jr., hospital business manager, observes as Mr. Landry operates controls on the 1/12th h.p. motor, located under the bed.





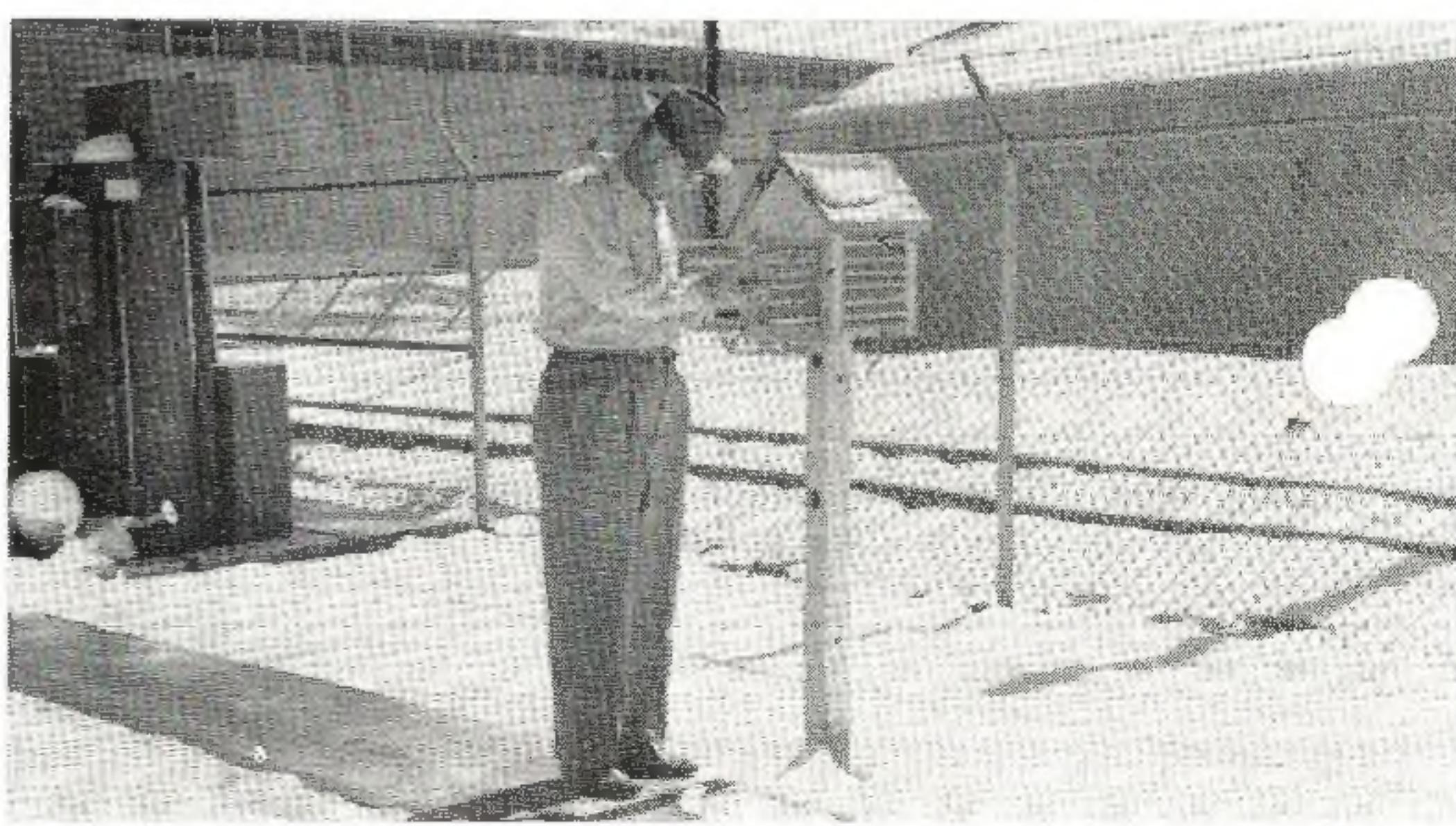
When Orange was white at night . . . the snow covered intersection of Green Avenue and Fifth Street.

Working in unusual conditions, O. F. Peveto, Orange, climbs a tree to remove snow-laden branches from lines.



Dick Landry, system lighting sales supervisor, Beaumont, shows daughter Dianna how his snow-covered heat pump continued to cycle and heat, although almost hidden by snow.

Just to be sure, Clyde Ingalls, Lake Charles dispatcher, checks the weather gauge at the Service Center.



*Work goes on,
but there's frosty
frolicking, too, on
February 12, when
OUR AREA had it's . . .*

REALLY BIG SNOW!



The weather outside was frightful, but Cherie Menou, Mary Loupe, and Irma Lee Hargrader, Jennings, built this Southern snow belle.



Snowgirl Barbara Stout, Customers Accounting, Port Arthur, and friend.



Former New Yorker Mary Rowe, system engineering, Beaumont, displays Yankee ingenuity in snowball building.



Snowed under was N. W. "Pop" Taylor, substation mechanic at Navasota and service truck.



A. C. "Bobo" Faggard, administrative assistant in General Accounting, Beaumont, built this frosty Reddy who advertises Medallion Homes no matter what the weatherman does.



Dig this cool dog house, says Betty Nixon, system sales, Beaumont.



R. C. Pray and crew repair snow and ice damaged overhead conductors on Christian Street in Baton Rouge.

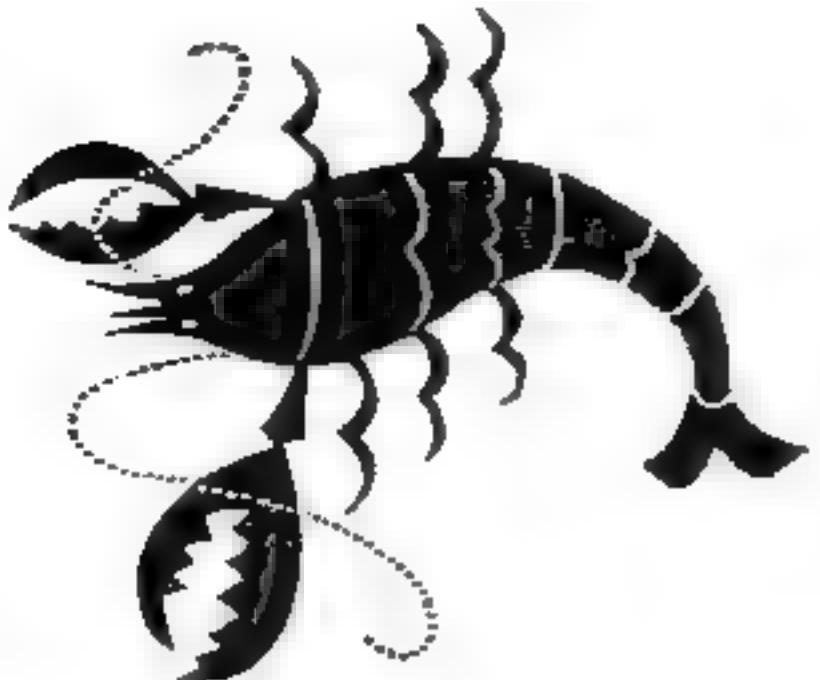


The snow and ice covered Huntsville substation was an interesting study in design and efficiency of operation.





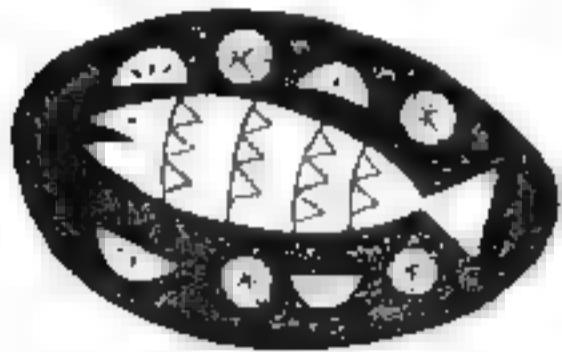
Hargroder



Lenten

Menu

By Irma Lee Hargroder
Home Service Advisor
Jennings



EACH year during the Lenten season homemakers all over the country face the same problem—how to prepare appetizing meals without monotony.

Since meat must be limited during these forty days, meatless main dishes come into the spotlight. Here in the Gulf Coast area this does not present too great a problem as it does elsewhere. The Gulf of Mexico with its abundance of seafood provides the ingredients for a variety of dishes.

Here to help you brighten your Lenten menus are some favorite recipes from our Home Service Department.

SHRIMP "ARNAUD"

4 Tbsps. olive oil	6 green onions and tops, minced
1 Tbsp. vinegar	Few drops hot pepper sauce
1 tsp. salt	$\frac{1}{4}$ tsp. paprika
4 Tbsps. horseradish mustard	4 lb. shrimp
	2 stalks celery, minced



Boil shrimp for 20 minutes in a "Seafood Boil". Clean shrimp and remove black vein. Make a French dressing of oil, vinegar and salt; add remaining ingredients. Pour over boiled shrimp, mix well. Let stand in refrigerator 4-5 hours before serving. Serve on lettuce leaf.

DEVILED CRABS

1 lb. crab meat	1 clove garlic, chopped
2 Tbsps. melted butter or fat	1 or 2 pimientos, chopped
1 onion	$\frac{1}{4}$ tsp. red pepper
$\frac{1}{4}$ cup parsley, chopped	1 $\frac{1}{2}$ tsps. salt
3 Tbsps. green onion, chopped	2 beaten eggs
3 Tbsps. celery, chopped	$\frac{1}{2}$ cup rolled bread crumbs
$\frac{1}{4}$ cup celery leaves, chopped	2 Tbsps. butter

Cook onion, parsley and celery in melted fat in skillet until tender. Add to crab meat with remaining ingredients. Pour in buttered casserole or individual cups. Sprinkle with extra bread crumbs and dots of butter. Bake at 375 degrees, 25 minutes. Serve hot. (serves 4-6)



EGGS AU GRAUTIN

6 hard-cooked eggs	$\frac{1}{2}$ lb. Cheddar or American cheese, grated
salt and pepper	1 can mushroom soup
2 Tbsps. flour	$\frac{1}{4}$ cup dry bread crumbs
2 Tbsps. butter	

Slice 2 hard-cooked eggs into a greased casserole; sprinkle with salt, pepper and 1 Tbsp. flour; dot with 1 Tbsp. butter. Cover with half the grated cheese and half can mushroom soup. Repeat, using remaining ingredients. Top with dry bread crumbs. Bake in electric oven at 35 degrees for 30 minutes. (serves 6).

FRIED SHRIMP

4 lbs. shrimp	1 cup flour
1 egg, beaten slightly	Salt
2 Tbsps. salad oil	Pepper

Wash shrimp in cold water. Peel. Remove black vein down back. Dip shrimp in beaten egg to which salad oil has been added; then into flour to which salt and pepper has been added. Fry in deep fat for 3 minutes. Drain on brown paper.

MEXICAN "RAREBIT"

1 egg, beaten	2 Tbsps. butter
1 cup canned tomatoes	$\frac{1}{2}$ cup onion, chopped
$\frac{1}{2}$ cup soft bread crumbs	$\frac{1}{4}$ cup green pepper, chopped
1 $\frac{1}{2}$ tsps. chili powder	2 cups grated cheese
Salt and pepper	1 No. 2 can whole kernel corn

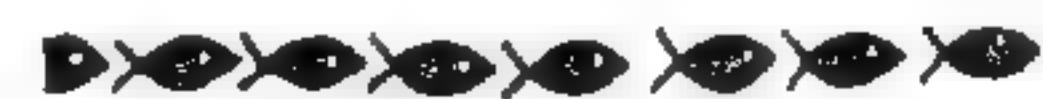
Melt butter on high heat. Turn switch to medium, add onions and peppers. Cook until soft. Add cheese, stir until melted. Add corn mixed with egg. Add remaining ingredients. Cover—turn switch to simmer or warm for 20 minutes. Serve on toast.

STUFFED OYSTERS

1 qt. oysters	1 small onion, grated
6 Tbsps. margarine	1 cup celery, chopped
4 Tbsps. flour	$\frac{1}{2}$ clove garlic, chopped
$\frac{1}{2}$ cup parsley, chopped	1 Tbsp. Worcester-
$\frac{1}{2}$ cup green pepper, chopped	shire sauce
$\frac{1}{2}$ cup green onions, chopped	2 tsps. hot sauce
	6 slices bread

Salt, red and black pepper

Melt butter in skillet on high heat; add flour; turn switch to medium heat. Cook until a rich golden brown, stirring constantly (be careful not to scorch). Add celery, onions, green pepper, parsley and garlic. Cook on low heat until tender. Add oysters, season with salt, pepper and sauces to taste; add minced onion. Add bread broken into pieces. Mix well. Pour into greased baking dish and top with bread crumbs. Bake in 350 degree oven, 25 minutes.



... to save tax troubles

next year, start now

to . . .

RECORD THOSE EXPENSES



FAMILY record keeping probably ranks with mowing the lawn and cleaning out the attic, as being among the things you would most like to avoid in your leisure time. However, carefully prepared family records can pay off in dividends . . . tax-refund type dividends.

For to take advantage of any of the many legitimate tax deductions you are allowed you must have adequate records. And remember, every \$5 you deduct will put a dollar or more back into your pocket.

Perhaps the possibility of cash savings will prompt you seriously to consider the suggestions given here by the American Institute of Certified Public Accountants. They show why you should keep monthly records of most of your tax deductible expenses.

Medical and Dental Expenses

You can deduct medical and dental expenses in excess of three percent of your adjusted gross income.

In other words, if your adjusted gross income was \$6,000 then you could deduct expenses over \$180. Medical and dental expenses include not only doctor and dentist bills, but also X-rays, hospital insurance premiums, and hearing aids.

Record your medical and dental expenses on a monthly basis. The Internal Revenue Service may want to check your return, so either pay all expenses by check (made out to the doctor or dentist, not to "cash") and keep the cancelled checks, or ask for a receipted bill whenever you pay cash.

Drugs in excess of one percent of your adjusted gross income can be de-

ducted as a medical expense. However, you must be sure to segregate drug purchases from other things you buy at the drug store.

Charitable Contributions

The federal tax law allows a very liberal deduction for charitable giving (such as to united fund drives). Your deductible contributions to charity can go as high as 20 percent of your adjusted gross income, and up to 30 percent in some cases.

Your charitable contributions can be made in forms other than cash. For example, you can give shares of stock, land, furniture, clothing, and so on.

The deduction you are allowed for items other than cash is measured in terms of the value of the item at the time you give it.

State and Local Taxes

You will probably not be able to support every deductible expense with a cancelled check or receipted bill. But if you know approximately how much you spent on purchases subject to, say, sales tax, you will be able to make a reasonable estimate of the amount of tax you paid, which is a deductible item on your tax return.

However, if your purchases are unusually high because you bought a new car or some other expensive commodity, your best bet is to be able to show the bills on at least the large items.

It pays to set up a record for state and local taxes paid, and estimate the amount each month while the expenses are still fresh in your mind.

Other Considerations

Interest on your mortgage or loan is a deductible expense. Since your interest expense is likely to be fairly consistent month to month, it isn't difficult to determine your total interest expenses at the end of the year.

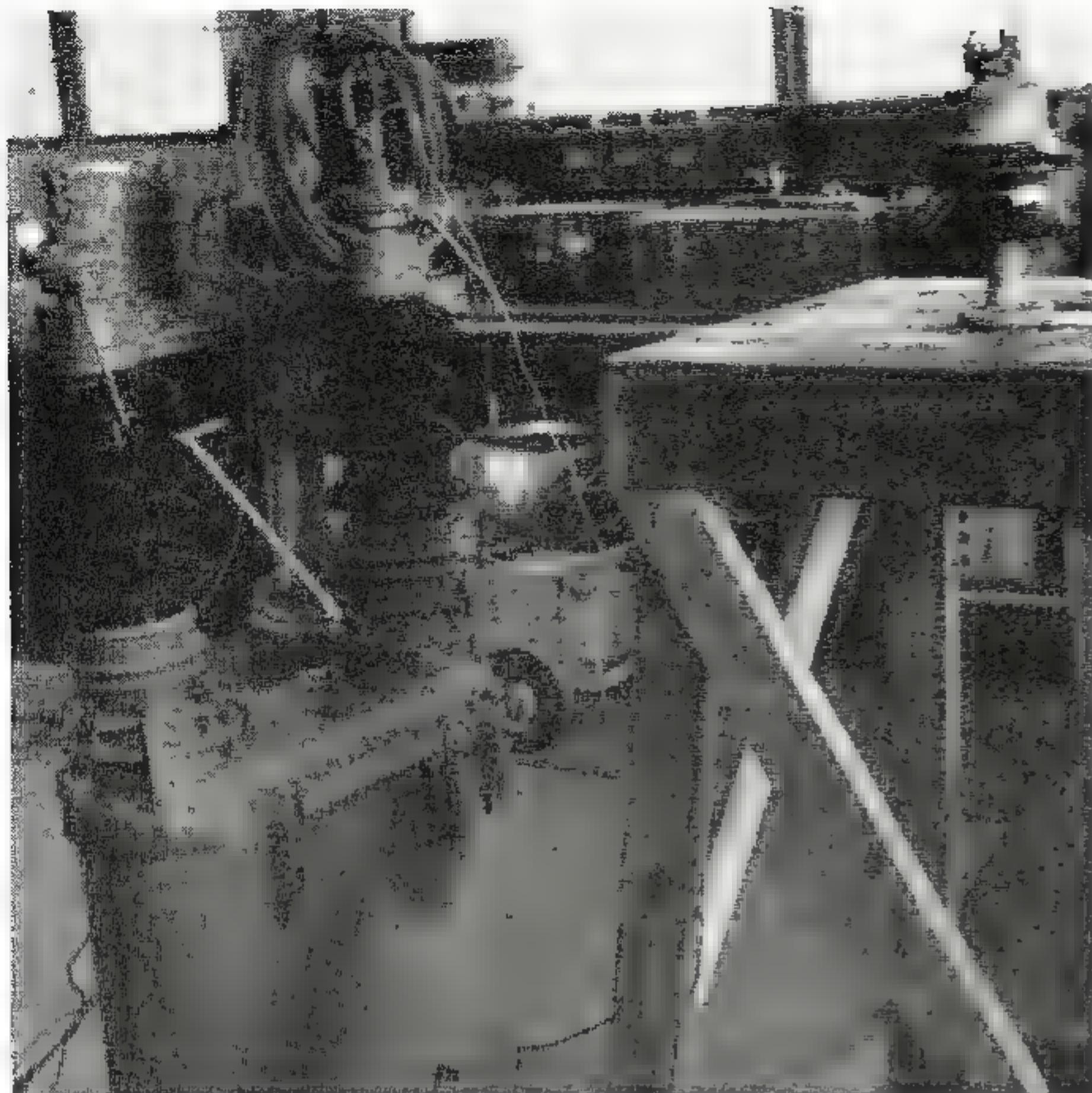
If you contribute to the support of a relative, it may be advantageous to list your contributions each month.

You may be giving cash regularly but other items such as food and clothing also count and may be important in showing that you contributed enough during the year to claim a dependency exemption for the relative. Of course, the relative must also meet certain other tests for a dependent. Space does not permit a complete discussion of dependency exemptions, but there is information on the subject in the instruction booklet you receive with your tax return.

Income Other Than Wages

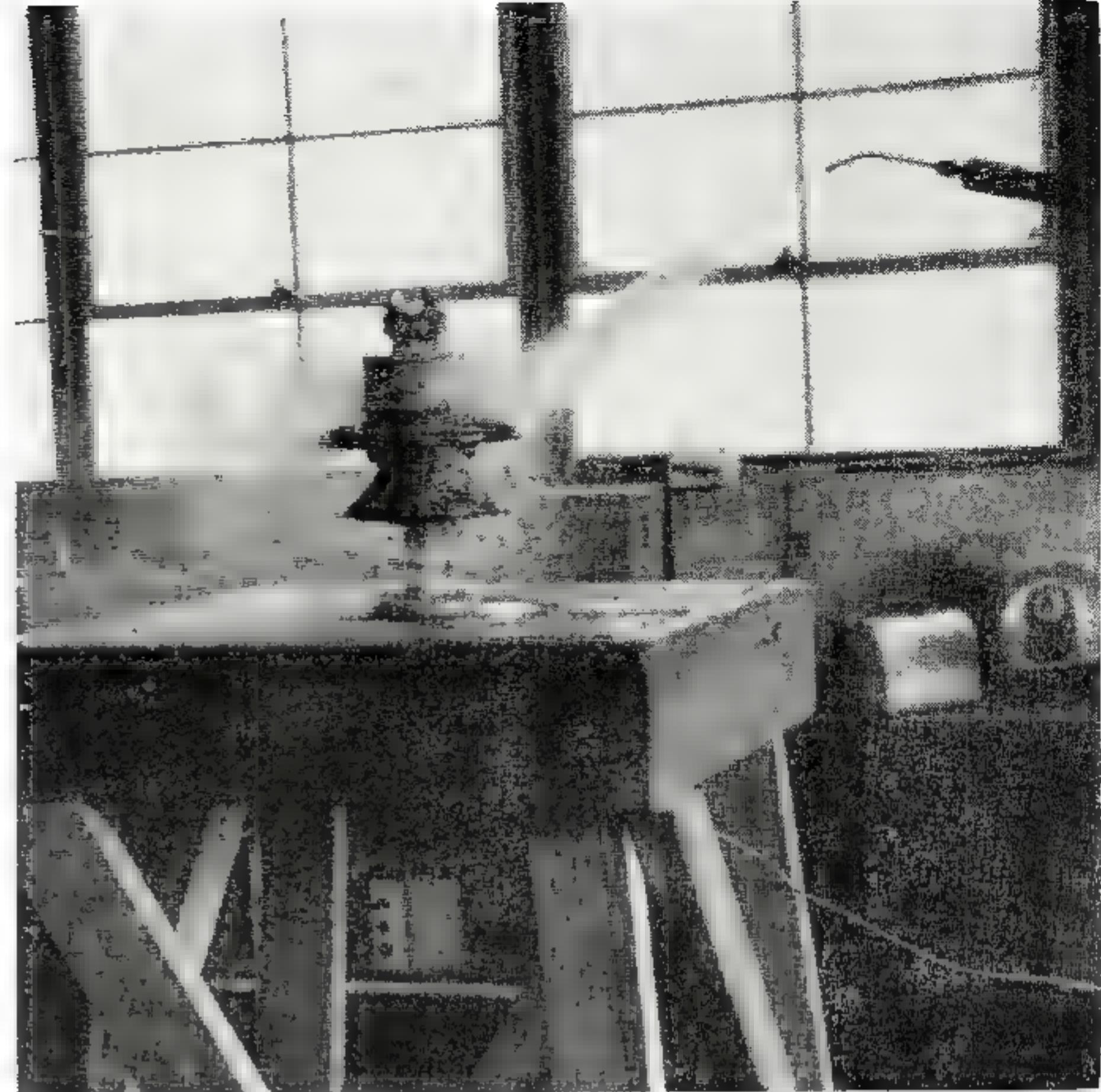
You must keep a record of any additional income you receive. Such income as interest on a savings account, gambling winnings, prizes, dividends, and so on. Any additional income must be added to your wage or salary when determining your taxable income.

Always keep your cancelled checks, paid bills, and other records together. At the end of the year, simply tally up your deductible expenses and you will have most of the information you need to make your income tax filing a breeze. You will also be able to ensure for yourself the maximum amount in legitimate tax deductions.



A 32,000 Kva potential transformer (left) was connected to a 15,000 Kv switch type insulator at the Beaumont Service Center, to provide a test for the silicone solution adapted by L. R. Jackson, Beaumont substation foreman. To simulate conditions that some insulators are subjected to, a mixture of mud and salt water was rubbed on the insulator. When the 15,000 Kv insulator received 30,000 Kv (twice the maximum capacity it would receive in service), a flashover or arcing of electricity occurred on the insulator.

Imagineering vs. Arcing



As soon as this flashover or arcing of electricity began, Mr. Jackson sprayed the silicone solution onto the 15,000 Kv insulator and the arcing ceased although 30,000 Kv were still being applied to the insulator. This test was designed to prove that this coating would prevent flashovers, regardless of whether the spray material was applied to clean or contaminated porcelain components of transformers and substations.

GULF STATERS DEVELOP IMPROVED AEROSOL SILICONE SPRAY

BACK in November, PLAIN TALKS told the story of Insuljel, an aerosol silicone spray. Manufactured by General Electric, the spray is used to protect the porcelain of insulators from dirt and mist, which when combined, often cause arcing (jumping of electricity from one part of the insulator to the next) to occur on insulators and circuit breakers.

In our area, there are some jobs where application of the spray in this form would prove impractical. For instance, when applying Insuljel, there should be a minimum of wind movement as the droplet size of this silicone spray is very fine and the mist-like spray is easily dispersed. In addition, Insuljel cans hold only a small quantity of spray material, necessitating the

frequent exchange of empty cans for full ones. Another item to be considered is the cost of material for application.

Now something new has been added to our arsenal of defense against arcing, thanks to an imaginative Gulf Stater.

The imaginative GSUer, L. R. Jackson, general foreman of the Beaumont Substation Department, was recently confronted with the problem of finding a cheaper, yet more efficient method of applying this spray. With the assistance of Sherman West, substation mechanic, Mr. Jackson devised just such a tool.

Mr. Jackson figured that the solution, in liquid form, would make a better spray material, giving more adequate coverage with larger sized drop-

lets. He "rigged" a five gallon pressure tank to contain the solution which he forced into the hot stick under 30 pounds of pressure. A rubber hose was attached to the hot stick for maneuverability. Additional hose, as needed, can easily be added in 25 foot sections. To improve upon actual application of the spray, he cut a hot stick in half, lengthwise, grooved both sides to produce a hollow opening through the hot stick and then glued the sides together. Three coats of varnish were applied to further seal and preserve the hot stick from outside moisture. A simple nozzle of brass and copper was put on one end of the stick and a brass adapter was attached to the other end to connect the hot stick with the rubber hose from the pressure tank. This

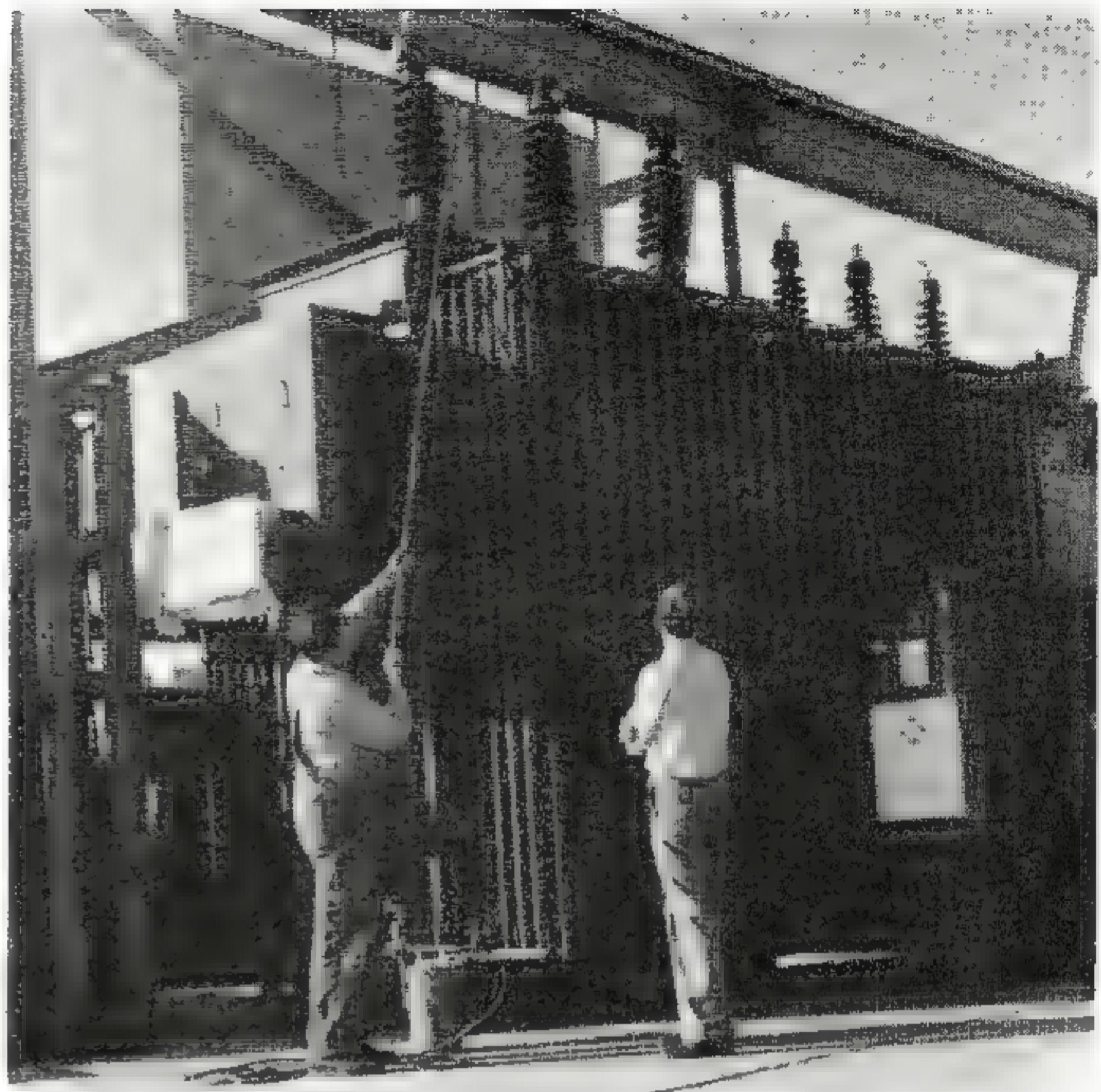
hot stick was then tested in the Substation Department to stand 138,000 volts to ground over a 24 inch length of the stick.

Spray in Bad Weather

Using this design, it's possible to make application of this insulating spray under more adverse weather conditions as the increased pressure and liquid solution produces larger droplets of spray that will carry further with a minimum of dispersion. With the modified design of this hot stick, applications of this insulating material can be made much faster over a larger area and at a saving of \$8 per gallon on the cost of the material alone.

By using this particular hot stick, a protective silicone coating can be applied to the large transformers and insulators in our substations, in addition to coating those insulators on our lines that are frequently subjected to heavy mist and other contaminants that would cause arcing to occur. Our lines along the beach are good examples.

The design of the hot stick used for Insuljel applications and now this modification of that very same design are prime examples of the ingenuity and thoughtful planning that produces solutions to the various problems that confront our substation and line departments.



Sherman West, Beaumont substation mechanic, demonstrates the maneuverability of the hot stick adapted by Mr. Jackson (right), to provide a cheaper, yet more efficient method of applying a silicone coating to the porcelain insulators of large transformers and substations.



Mr. West points to the nozzle made for the hot stick adapted by Mr. Jackson. This nozzle produces larger sized droplets that provide better coverage of the spray material on windy days.



Mr. Jackson explains to Mr. West the pressure system used on the tank containing the spray material. This system provides a maximum amount of spray at a minimum of cost.

Atkins, Baird Assigned New Supervisory Duties

EFFECTIVE March 1, J. W. Atkins, Jr., formerly staff engineer in the Operations Department, Beaumont, became operating supervisor, T & D Department, Beaumont, and A. W. Baird, who held that job, became staff engineer in the Operations Department.

Mr. Atkins

A native of Savannah, Georgia, Mr. Atkins received his BS degree in electrical engineering from Georgia Institute of Technology. He was employed by Savannah Electric and Power Company until 1938, when he joined Gulf States in the Beaumont T&D Department. He was transferred



J. W. Atkins

to the Engineering Department the following year. In 1946 he was made engineer and in 1951, engineer specialist. He was promoted to engineer supervisor in 1952 and transferred to Navasota and in 1954 he was transferred to Port Arthur as operating supervisor.

Jim Cryer Transferred To Project Group

JAMES CRYER, formerly of the Beaumont T&D Department, was transferred February 16 to the Port Arthur - Navasota Project Group of the System Engineering Department.

Mr. Cryer joined the Company in June, 1958, in Beaumont. Upon completion of his training program, he was assigned to the Beaumont T&D Department in November, 1958.

A native of Port Arthur, Mr. Cryer graduated from Louisiana Polytechnic Institute, Ruston, Louisiana, in 1958 with a bachelor of science degree in electrical engineering. Prior to attending Louisiana Tech, he served in the U.S. Air Force from 1950 to 1954.

Mr. Cryer and his wife, the former Gayle Comerford, recently moved into their new home at 575 Peyton, Beaumont.



Jim Cryer

He became project engineer in Beaumont in 1956, and in 1957, was promoted to staff engineer.

Mr. Baird

A native of Frost, Texas, Mr. Baird attended Trinity University and New Mexico A & M before coming to the

Company in 1936 in Beaumont. After working in the Estimating and Planning Department, he moved to Orange in the same capacity in 1940. In 1941, he became distribution engineer in Orange and, subsequently, progressed through several engineering classifications in Port Arthur, Navasota and back to Port Arthur before being promoted to engineering supervisor in Beaumont in 1952. He was promoted to division engineer in May, 1956, and in October of that year, was promoted to operating supervisor in the Beaumont Division.



A. W. Baird



Mr. Rogillio

Peter Rogillio Retires as Gatekeeper

PETER ROGILLIO, gatekeeper at Louisiana Station, retired March 1, after nearly 20 years of service with the Company.

A native of Slaughter, Louisiana, Mr. Rogillio moved to Baton Rouge in 1922. He was employed by the Kansas City Bridge Company before joining Gulf States in May, 1940.

Mr. Rogillio says he plans to remain in Baton Rouge, where he owns his home at 2245 Cherry Street.

Two New Engineers Assigned Duties

FOLLOWING the completion of their orientation programs, two new engineers have been assigned duties. Wayne Hiter was assigned February 1 to the Navasota Engineering Department and Dewey Lytle was assigned March 1 to the Beaumont T&D Department.

Gilbert Wayne Hiter



Wayne Hiter

A native of El Dorado, Arkansas, Mr. Hiter joined the Company in October, 1959. He received his bachelor of science degree in electrical engineering from Southwestern Louisiana Institute, Lafayette, in 1956. After graduation, he served with the U.S. Air Force from 1956 to 1959.

Mr. Hiter and his wife, Joanne, and two daughters, Candy, age 5, and Karen, age 3, live at 601 Johnson, Navasota.

Dewey I. Lytle

Mr. Lytle began working for the Company in December, 1959. He is a

native of St. Louis, Oklahoma, and received his bachelor of science degree in electrical engineering from Oklahoma State University, Stillwater, in 1959. He served with the U.S. Navy from 1951 to 1955.

Mr. Lytle and his wife, Laura Lea, and his 16 month old son, Dennis Andre' live at 960 14th Street, Beaumont.



Dewey Lytle

Beaumont Purchasing Announces Promotion - Transfers of Two

EDWIN B. SMITH, formerly a buyer in the Purchasing Department in Beaumont, has been promoted to a junior accountant and transferred to the General Accounting Department, and John T. Prothro, formerly a storekeeper in the Beaumont Storeroom, has been promoted to buyer and transferred to the Purchasing Department.

Edwin B. Smith

A native of Beaumont, Mr. Smith graduated from Beaumont High School



Ed Smith

in 1946. Following graduation he served in the U.S. Army from 1946 to 1947. After his discharge, he worked for a Beaumont contractor.

He first came to work for the Company as an invoice clerk in the Purchasing Department in January, 1949.

From 1951 to 1953, he worked as a purchasing clerk on a part-time basis while attending Lamar State College of Technology. In June, 1953, he again went to work full time in the same position. He was promoted to senior clerk in 1954 and was made a buyer in 1957.

John Thomas Prothro

Born in Port Arthur, Mr. Prothro attended Beaumont public schools, graduating from Beaumont High

School in 1944. He served in the U.S. Navy from 1944 to 1946. Upon completion of his tour of duty, he went to work for General Electric Company in Newark, N. J. In 1947, he moved back to Beaumont and worked as a salesman for a local auto supply store.

Mr. Prothro joined the Company in December, 1948, as a storeroom clerk in the Beaumont Service Center. He was promoted to storeroom assistant in 1949 and in 1950, he was made a clerk. In 1951, he was promoted to senior clerk and in 1952, he became a storekeeper.



Tom Prothro

A. Clark Promoted To Service Foreman

EFFECTIVE FEBRUARY 1, Arden Clark, Jennings T&D Department, was promoted to the position of service foreman. He succeeds G. W. Hall, who died in January.

Mr. Clark, who is a native of Crowley, Louisiana, began working for the Company in the

Jennings ice plant in 1924. He was made a troubleman in Jennings in 1930. From 1930 to 1942 all of his service time was spent in line and service work in Jennings. In 1942, he became district serviceman in Elton, Louisiana, where he served until he was transferred back to Jennings as a line foreman, the position he held until his recent promotion.



Arden Clark



Promotions for the month of January were:

Name	Location	New Position
Paul Lamar, Jr.	Beaumont	S/Sta Mechanic 1/C
Joseph W. Flanigan, Jr.	"	Util Foreman (Bldg Servs)
Clayton A. Arnold	"	Accountant (Gen Acctg)
Van B. Hereford, Jr.	"	Accountant (Statistical)
Robert J. Caldwell	"	Residential Sales Repr
George A. Roy	Port Arthur	Lineman 4/C
Eddie L. Pool	"	Lineman 4/C
Dolores T. Douglas	"	Floor Saleslady
Calvin Stephens	Baton Rouge	Test Tech 2/C—W/Glen
Lourey J. St. Pierre	"	Master Test Tech—W/Glen
Toler D. Smith	"	Serviceman 2/C—Gas
Randolph C. LeJeune, Jr.	"	Serviceman 1/C—Gas
John L. Kirkwood	"	Lineman 2/C
Robert H. Easley	"	Lineman 2/C
Herman W. Sharp	"	Garage Mechanic 3/C
Albert Turner	"	Laborer—T&D Dept
Virginia M. Harrison	"	Sr Clerk (Custs Acctg)
Carolyn J. St. Amant	"	Home Service Advisor
G. W. Henderson, Jr.	Denham Springs	Serviceman 2/C
Alvin L. Dragg	Gonzales	Serviceman 2/C
Aleck A. Givens	Maringouin	Laborer—T&D Dept
Mark W. Kingham	Lake Charles	Second Fireman—RSN Sta
George R. Hayes	"	Lineman 4/C



"Remind me to defrost the refrigerator as soon as we get home."



John L. Brown, operator, is dwarfed by the size of the huge deionization plant at Louisiana Station in Baton Rouge.

OUR "CURRENT" CHEMISTS

"HERE at Louisiana Station, we have a water-testing chemical lab that is probably as well-instrumented as any similar college-level inorganic chemistry laboratory," Lovett Young said proudly.

Although he's chief chemical engineer at the big station in north Baton Rouge, he was speaking not only about his lab — which has been built from the ground up in the last 30 years to a total equipment worth of about \$25,000 — but about the chemical and testing laboratories in each of our five generating stations.

Louisiana Station's lab is a little more elaborate than the others, mostly because the muddy Mississippi water presents more problems that have to be contended with than do water reservoirs at the other stations. It is separate from the testing lab, headed by Test Engineer Curtis E. Johnson.

At Neches Station in Beaumont, Price Bradshaw is test engineer. Jim Derr, test supervisor, heads up the lab at Roy S. Nelson Station in Lake Charles and G. F. Brill is test supervisor at Riverside Station. And down the Mississippi River below Baton Rouge, Floyd Langlois is test supervisor at the new Willow Glen Station.

These men enjoy a free hand in running their

own shops, although their results are correlated and supervised by William Gurney, superintendent of results, who is also called in on especially tough problems to give advice and assistance from the system lab in Beaumont, where Mitchell Hollier is chemist.

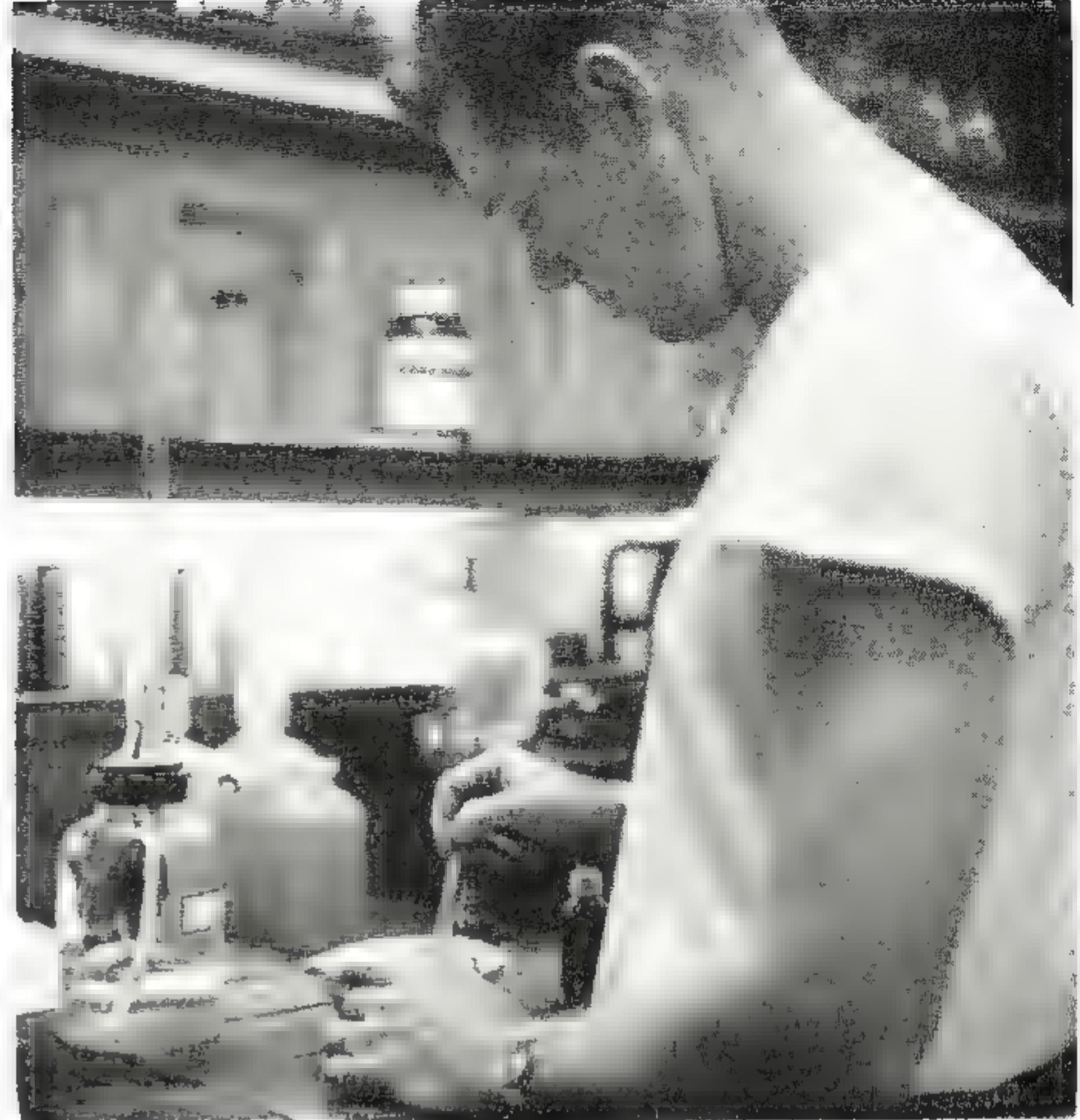
Water Treated Chemically

Why do we need chemical laboratories in each of our power stations? To answer that question, one must understand the basic functioning mechanics of a power plant: the boilers, the steam, and the turbo-generators. The water that is piped through the boilers to be super-heated into steam must be purer than distilled water. Impurities or certain chemical elements (magnesium, calcium, iron, silica, among others) can cause scaling on the inner walls of the pipes. The scaling weakens the pipe so that it will eventually blow-out, like an old tire. When that happens, the whole boiler must be taken out of service for repairs. And that's expensive. The real cost of such repairs would be measured in terms of loss of plant production, which could easily amount to \$2,000 a day.

So water-testing laboratories function mainly to hold down repair costs, and to keep the stations running without trouble.



TAKING SAMPLES. Tom Hebert, mechanic's helper working as lab technician at Riverside Station in Lake Charles, takes a sample of the well water used there. The water contains natural gases from oil and gas deposits in the area.



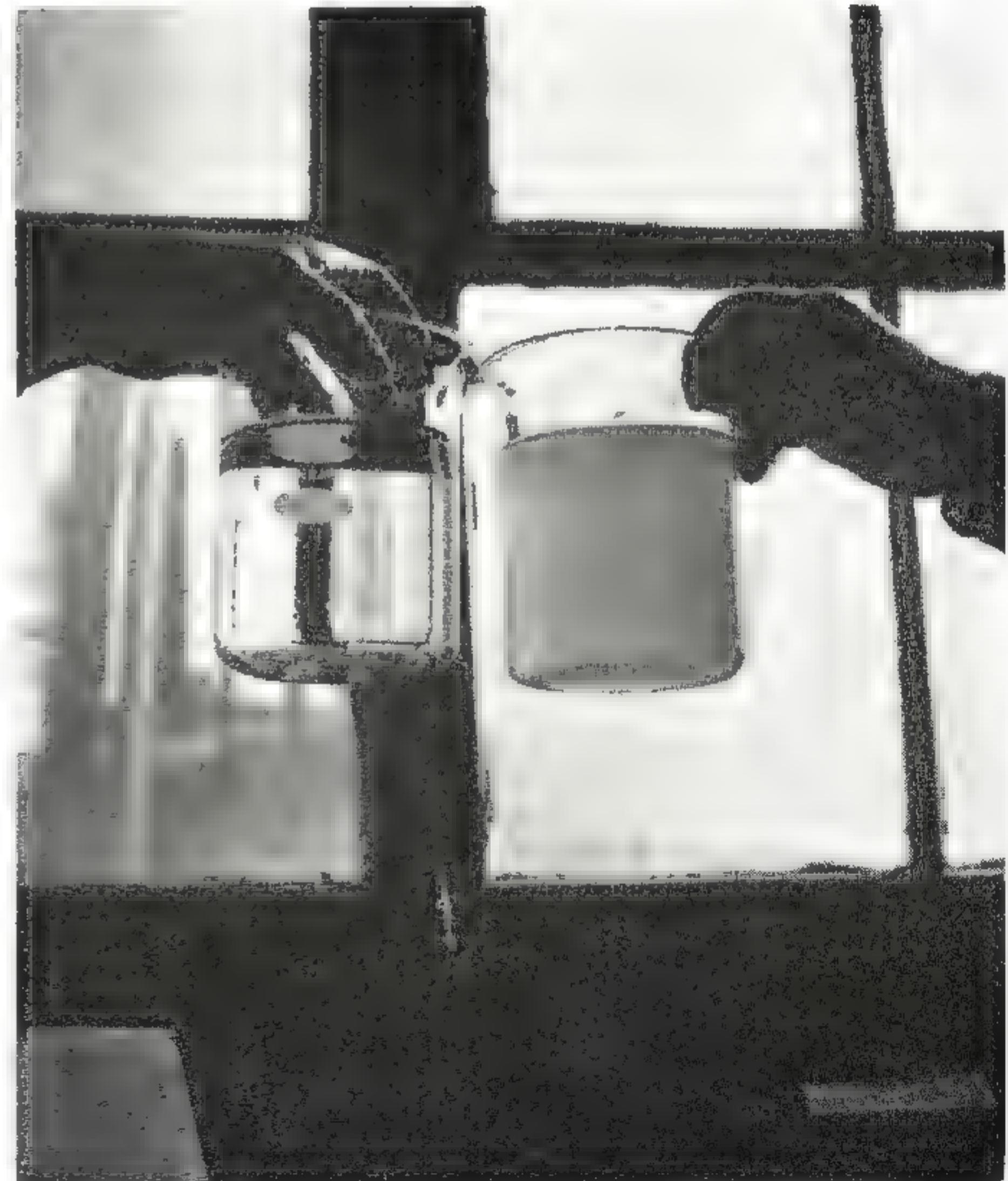
TESTING. At Neches Station, in Beaumont, Floyd Crow tests Neches river water by adding chemical which will react on scale-causing elements in the water if any are present. He can also determine what quantities of elements are present.

In the labs, the technicians analyze the water, which is either taken from wells or from rivers (or both), to be used in the plant. After they isolate the fouling elements in the water, they research and experiment to discover treating processes that might eliminate them.

First installed in our stations in the early 1950's, the deionization plants are a comparatively new development in this never-ending battle between chemists and water-impurities. The water is stripped of most of its scale-causing elements in the deionization plant. But the minute quantities of elements that manage to leak through after this process are doomed, too. They are neutralized by chemicals, which are fed into the water in carefully controlled amounts. The result: Water that is 99.9999 per cent pure.

At the same time, these testing labs keep accurate the gauges that control these processes, and a hundred other valves and gauges throughout the huge power plants.

The purpose of the chemical labs is to seek, find, and conquer potential troublemakers before they can cause havoc. "For lack of a nail, the battle was lost," and a generating station can be "lost", too, for lack of water-testing. Our chemists make certain that no nail is lacking, and prevent our Company from losing thousands of dollars in operating and maintenance costs every year.

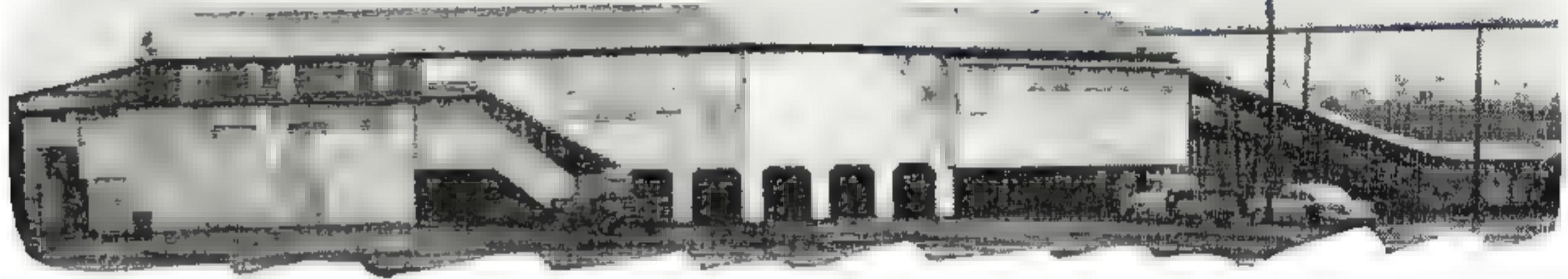


FINISHED PRODUCT. At right is a beaker of untreated river water; at left, the same water after it has gone through the purifying processes. The pure water has absolutely no taste at all. Because it contains no minerals, animals and humans could not drink it exclusively.

*Chief Cook
and Bottle Washer,
Wifesaver,
Policeman —
now meet Reddy
Kilowatt, starring
in Warren, Texas,*

as . . .

"SAW MAN"



A portion of the stockpile of logs at Beech Creek Lumber Company. Logs must be stockpiled daily to provide an adequate supply of logs for the next morning's operation since the mill will process logs faster than they can be hauled in from the forest.

Mr. R. V. Brown, mill foreman, and Mr. Allen Coats, owner and operator of Beech Creek Lumber Co., discuss saw filing operations with Oscar Clowers, saw filer. Saw blade pictured was 90 inches in diameter when new; repreated filing (sharpening) has reduced it to its present size.



ALL-ELECTRIC homes, all-electric kitchens, and all-electric buildings are becoming increasingly commonplace, but most of us who live in the East Texas or Western Louisiana timber area would agree that an all-electric sawmill is an unusual thing. And such an operation may be found in the Beech Creek Lumber Co., owned and operated by W. A. Coats of Warren, Texas.

Mr. Coats established his first mill at Warren in October of 1946. At the time, the saw mill was operated by diesel engines but he later switched to steam engines. In 1958, he installed an electrically operated barker, chipper and screen. When his mill burned in April, 1959, he rebuilt it as an electrically operated saw mill. He decided this after Aubrey Sprawls, area development engineer with the Company, showed him that the initial installation of the mill would cost less, yet provide better control of the individual operations within the mill.

Quality Lumber Produced

The primary objective of this sawmill is the production of all types of quality pattern and dimension stock, which is the finished lumber more popular with lumber yards and construction firms.

Sixty electric motors, varying in size from $\frac{1}{4}$ hp to 200 hp, help convert fresh-cut logs into finished lumber products. When the mill is operating at its capacity, logs are converted into rough, graded lumber within approximately 6-8 minutes. Conveyor belts and chains, driven by electric motors, move the timber through the mill from the de-barker to the loading dock where rough lumber is gathered for placement in the dry kilns.

"We average cutting around 4,000 feet of logs per hour," Mr. Coats said, "and produce an average 600,000 feet of finished lumber per month, working a 40 hour week."

"We use electricity on everything but the 10-inch piston that pulls the carriage of the saw," Mr. Coats continued. Steam is used to operate this piston and provide a heat source for the kilns, but electricity furnishes the power to operate fans in the kilns which reduce the time required for drying rough lumber. The saw carriage is a device which conveys the log back and forth in front of the sawyer where the log is sawed into rough lumber.

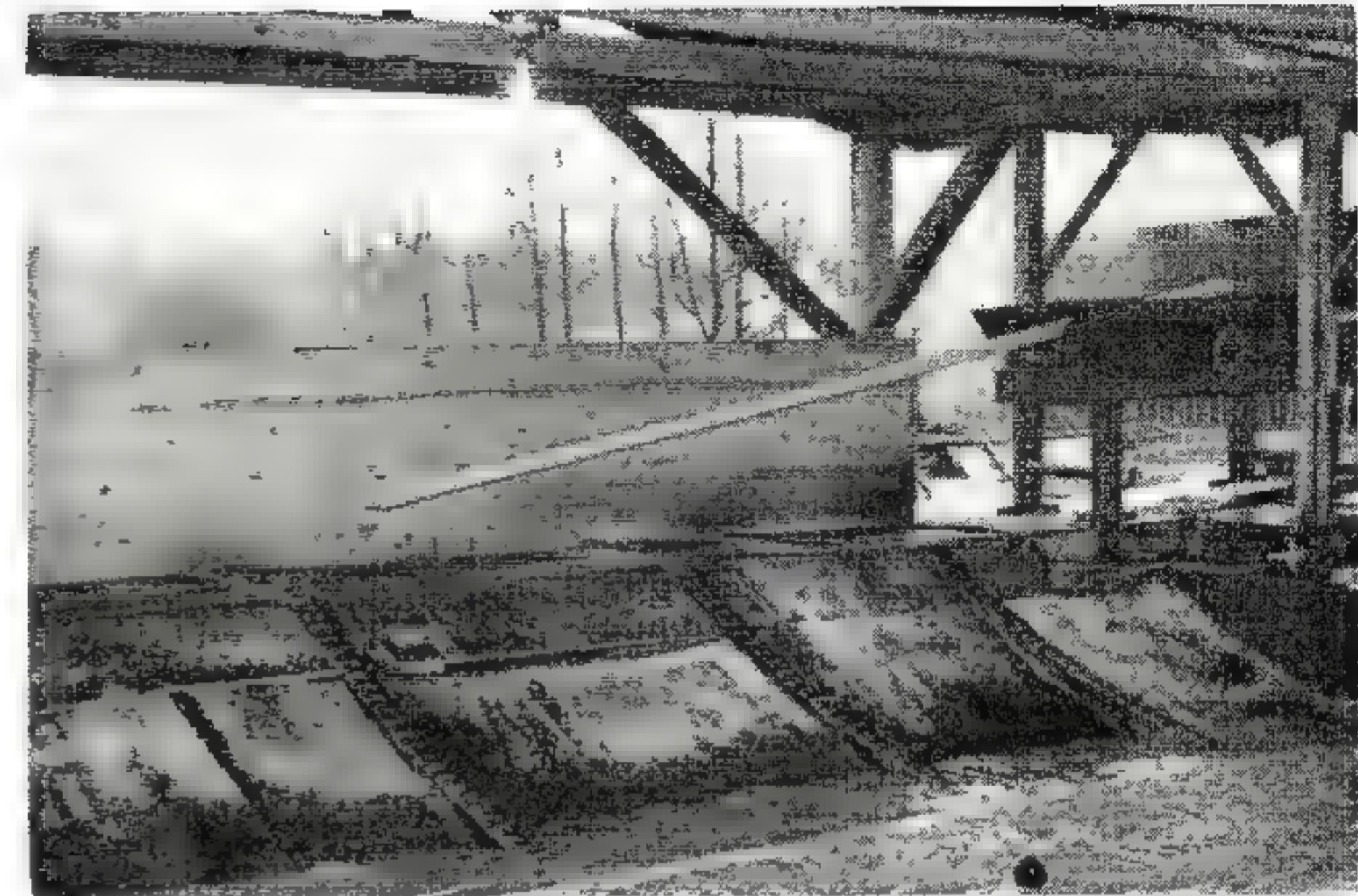
Kilowatts and Kilns

"On its way to the kilns, our lumber is dipped in Permatox as it comes from the mill," Mr. Coats added. Purpose of the Permatox dip is to kill the sap stain, producing a more attractive piece of lumber. After being dipped, lumber is graded as it is conveyed toward a loading dock where it is stacked according to grade prior to being placed in one of the dry kilns. This rough lumber stays in the kiln 72-80 hours, where the temperature is slowly built up to 200F for drying lumber. Heat in the kilns is controlled by electric thermostats which automatically raise the temperature in the kiln as the lumber dries. This insures thorough drying of the lumber, preventing green spots or undried portions from occurring in the wood. After lumber has been dried, it is then manufactured into pattern or dimension stock in the planer. Finished lumber is stored in three storage sheds to keep it out of the weather.

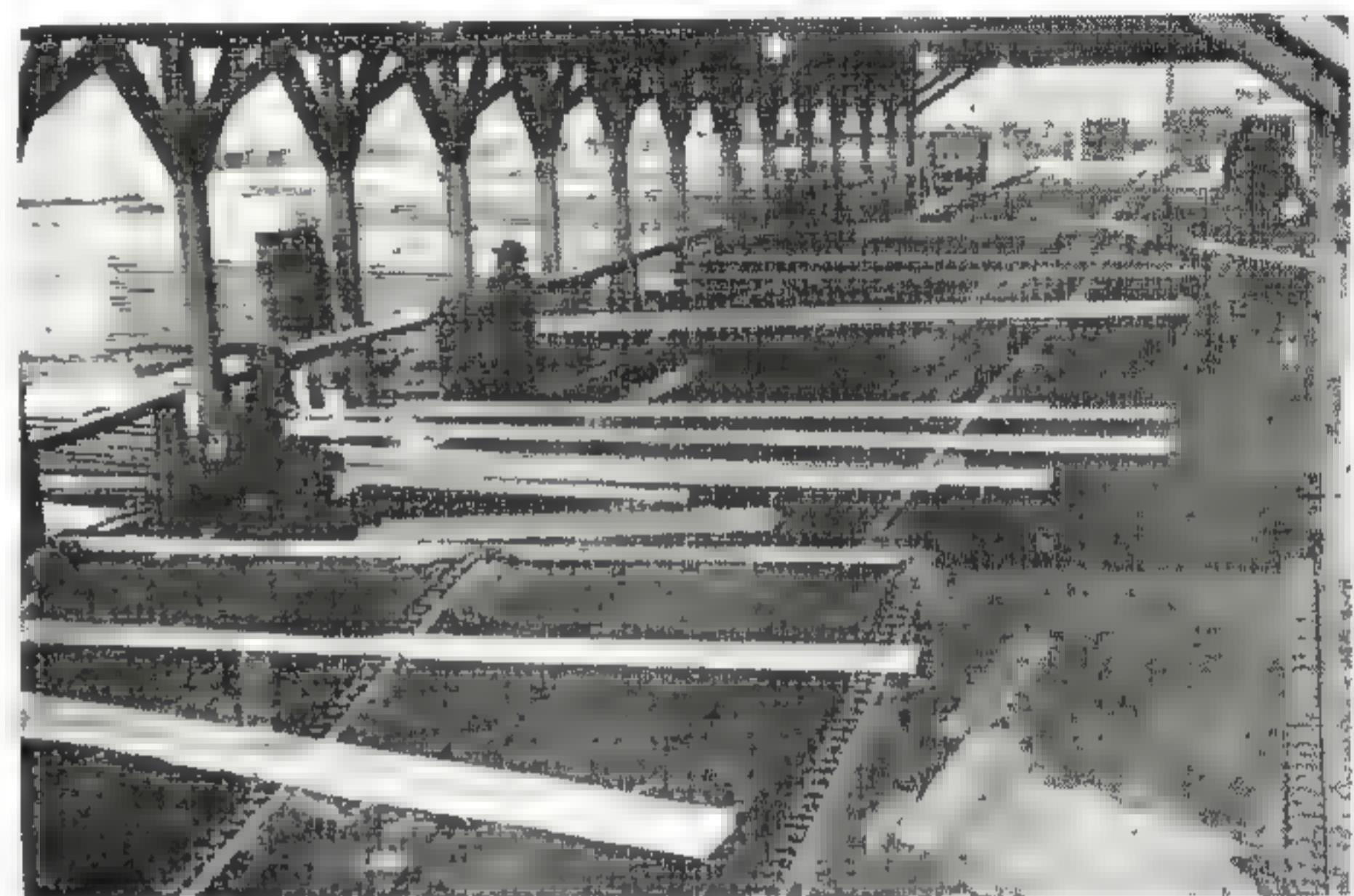
Little Waste at Mill

The sawmill recovers about \$13 per 1000 feet of timber in chips or waste portions of the log. The recovered chips are sold to East Texas Pulp and Paper Co. at Evadale for making raw pulp and other paper products. The bark, planer shavings, and accumulated sawdust are conveyed to the fuel house and are used as the only source of fuel for the mill's boiler.

Through the use of electricity as a power source, possibilities of a fire are greatly reduced and operations can be conducted more efficiently at a lower cost as less labor is required and maintenance cost is less. As the trend for wider use of electricity in this industry increases, "Mill better . . . electrically", is fast becoming a popular term in the timber and logging area we serve.



A piece of lumber leaves the conveyor belt bringing it from the mill to the dip tank where all lumber is dipped in a Permatox solution to kill the sap stain.



After lumber leaves the dip tank it is conveyed to the "green chain". As lumber is conveyed down this table, it is sorted and graded before being sent to the dry kilns.



Another truck load of chips from the mill is being sent to the East Texas Pulp and Paper mill at Evadale where these chips will be converted into raw pulp and other paper products.

On the Light Side

GE Hires New Salesman, meet . . .

THE NEARSIGHTED MR. MAGOO

JUST as familiar as this bewizened little gentleman is his characteristic laugh that sounds like a Model T Ford trying to start on a cold morning. He's "Mr. Magoo", of course, a four-time Academy Award winner who gets more fanmail than Mickey Mouse, although he can't read because he's nearsighted.

A cartoon character with many talents and inclinations, he turned his efforts toward promoting the sale of General Electric lamp bulbs during "Operation Saturation," a sales program that closed March 13. It was a clear case of the blind leading



the blind, only with better results. GE realized that Mr. Magoo—whose vision is fuzzy—was a natural salesman to point out the benefits of using brighter light bulbs for better vision.

Magoo came through: During the three-week promotion period, he tirelessly conducted a television marathon to boost the product. As a matter of fact, he boosted GE's lamp bulb sales by 200 percent, something of an all-time record for a cartoon character who has myopically stumbled his way into the hearts of Americans . . . and into their pocketbooks for the benefit of his employer.

funny re-telling of the old fable. Our Company's advertising program cooperated with General Electric's "Operation Saturation" by urging the public to "Fill That Empty Socket."





K. L. Jumel



H. C. Hall



C. M. O'Brien



R. W. Landers



Martha Scanlon



A. W. Baird



R. M. Craig



A. Boutte



G. S. Cannon



E. G. Hodges



A. D. Sprawls



Ralph Ellis



W. T. Ricks



W. J. Schumacker



Joseph Fontana



G. H. Rafferty



H. S. Charlton

Credit Union Appoints New Officials

NEW officers of the Gulf States Utilities Employees' Federal Credit Union were appointed at the regular director's meeting in Beaumont.

The following officials will serve for 1960: president, K. L. Jumel, supervisor, Confidential Records and Pay Roll Accounts, Beaumont; assistant to the president, H. C. Hall, section supervisor, Plant Accounting Department, Beaumont; vice president, C. M. O'Brien, maintenance foreman, Neches Station; treasurer, R. W. Landers, supervisor, Employees Welfare Re-

cords, Beaumont; and assistant treasurer, Martha E. Scanlon, clerk, General Accounting, Beaumont.

Directors of the Credit Union are: A. W. Baird, operating supervisor, T&D, Beaumont; A. Boutte, supervisor of buildings and grounds, T&D, Port Arthur; G. S. Cannon, project engineer, Engineering Department, Beaumont; R. M. Craig, division engineer, T&D, Navosota; and E. G. Hodges, supervisor industrial sales, Lake Charles; and A. D. Sprawls, area development engineer, Sales Department, Beaumont.

Members of the Credit Committee

appointed to serve for 1960 are: Ralph Ellis, section supervisor, General Accounting, Beaumont; W. T. Ricks, supervisor, Stores Accounting, Beaumont; and W. J. Schumacher, senior engineering assistant, Engineering Department, Beaumont.

Members of the new Supervisory Committee for 1960 are: Joseph Fontana, administrative assistant, Statistical Department, Beaumont; G. H. Rafferty, consumers accountant, Customers Accounting, Beaumont; and H. S. Charlton, administrative assistant, Statistical Department, Beaumont.

Fellowships in Atomic Research Offered

SIX RESEARCH FELLOWSHIPS in atomic energy for graduate students in Texas colleges and universities will be awarded this summer by the Texas Atomic Energy Research Foundation and the General Atomic Division of General Dynamic Corporation.

Our Company is one of 11 investor-owned electric utility companies oper-

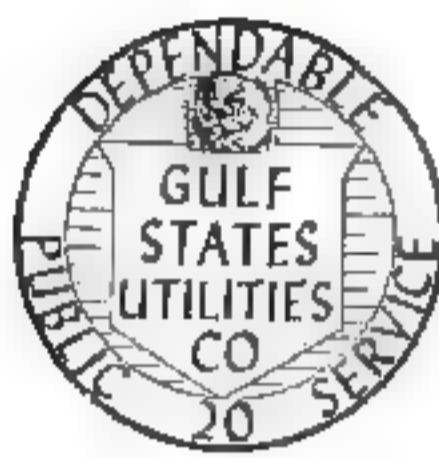
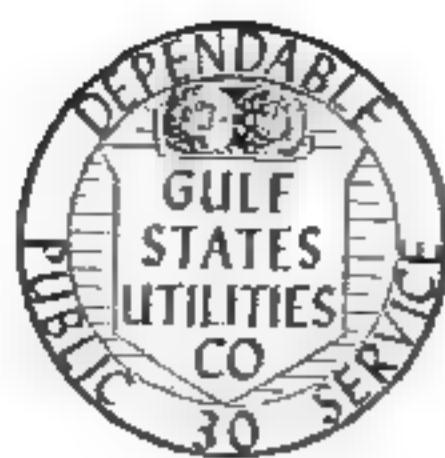
ating in Texas who comprise the membership of the Texas Atomic Energy Research Foundation.

The recipients of the six research fellowships will work under the direction of General Atomic scientists on the controlled nuclear fusion research program being jointly sponsored by General Atomic and the Texas Atomic

Energy Research Foundation at the John Jay Hopkins Laboratory for Pure and Applied Science at San Diego, California.

The students will engage in research which may eventually lead to the harnessing of the might of the hydrogen bomb for peaceful purposes, including the generation of electric power.

SERVICE AWARDS



R. L. Louviere
Sales
Lake Charles



C. A. McGee
Production
Beaumont



H. G. Zahn, Jr.
Production
Beaumont



Camile Miller
Distribution
Jennings



Rosemary D. Vaught
Executive
Port Arthur



J. W. L. Broussard
Distribution
Jennings



L. D. Bell
Distribution
Beaumont



Nadine M. Hester
Engineering
Beaumont



Gilbert Lauter
Distribution
Navasota



June B. Carlisle
Executive
Beaumont



Imogene L. Davis
Executive
Beaumont



Gladys Hammond
Executive
Beaumont



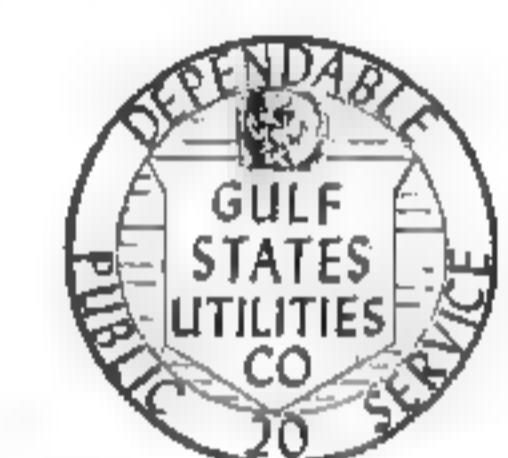
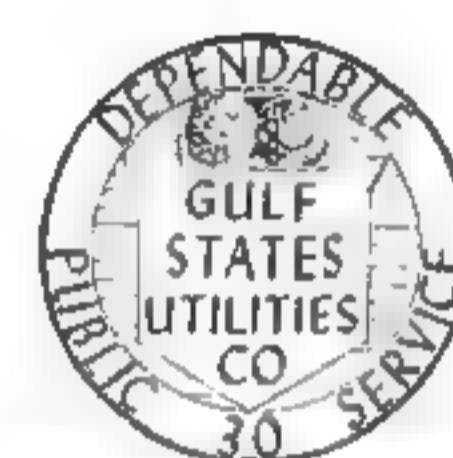
I. J. Teal
Distribution
Beaumont



C. C. Boles
Distribution
Navasota



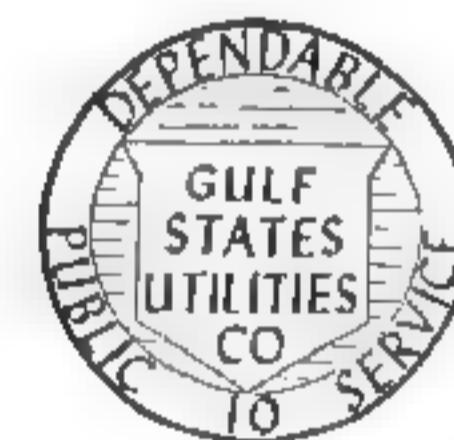
W. M. Ingwersen
Sales
Nederland



F. D. Grogan
Distribution
Beaumont



Fred Keel
Treasury
Navasota



Joseph Emery
Gas
Baton Rouge



Wilbert Lamerson
Production
Baton Rouge

MY BEST SALES EXPERIENCE

by

BILL EARTHMAN

Residential Sales Representative
Conroe, Texas

ONE of my best sales experiences occurred back in 1938, when we sold electrical appliances directly to our customers, rather than working through appliance dealers as we do now. At the time, I was district representative, which made me a serviceman, meter reader, and salesman all in one.

One day while reading meters in Willis, I stopped to talk with one of our customers whom I considered a good prospect for an electric range, because she had an old kerosene stove in her kitchen. I made an appointment to return that night and talk with her and her husband, who owned a store in Willis.

Smokeless Cooking

That night as I talked with them, I emphasized the improved results obtainable when cooking electrically. I assured them that an electric range would be free from smoke and would provide better and more even heat since it was thermostatically controlled. They still were not convinced, so I agreed to return a night or two later and again discuss the desirable features and advantages of cooking electrically. But still their resistance held.

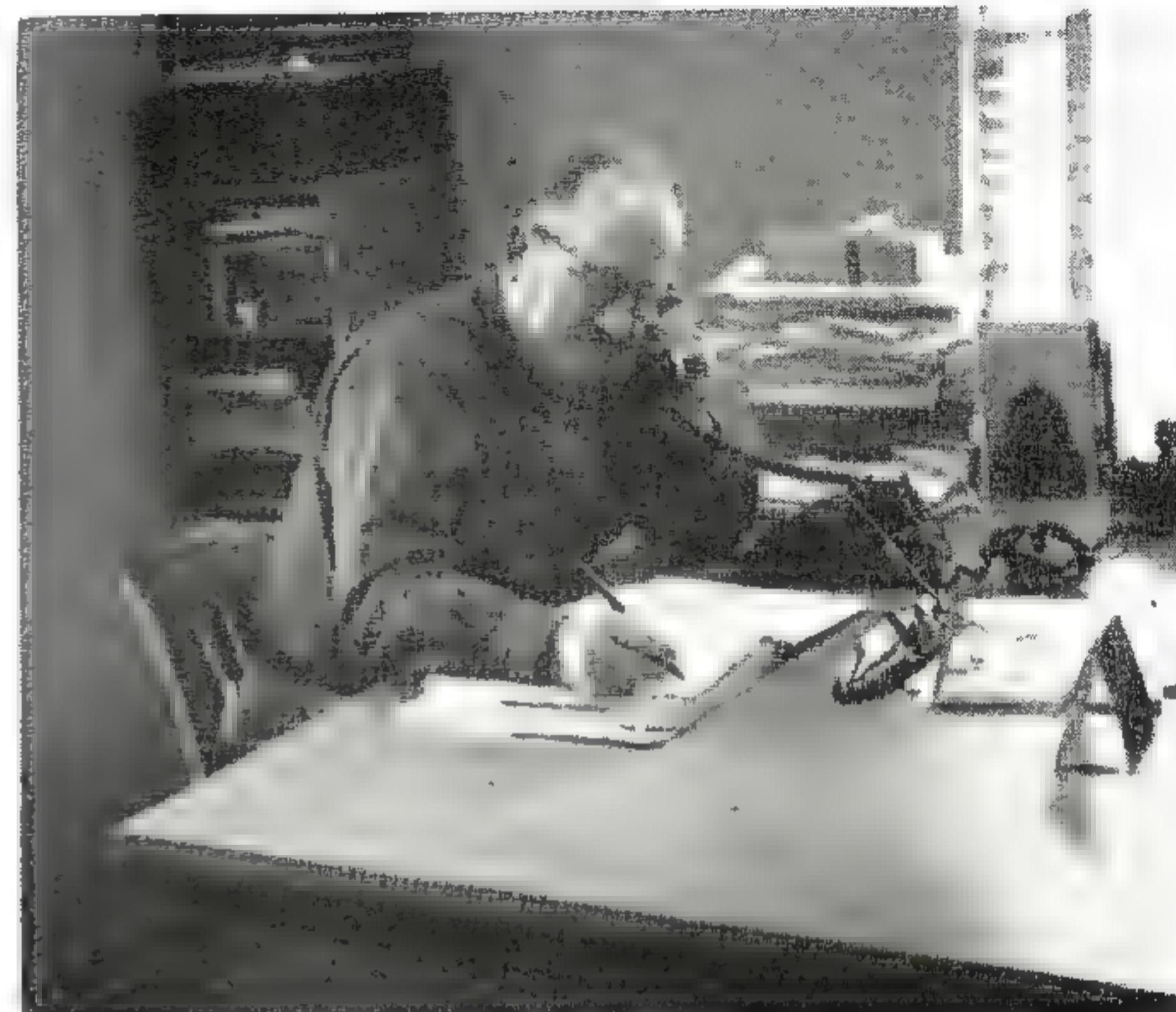
I felt that if they could see the range, it might help them to understand some of its benefits, so I loaded the range in the back of my pickup truck and the next time I read meters in the Willis area, I stopped by and showed the lady the range. That did it. A couple of nights later I closed the sale.

Purchase Nets Sales

This particular customer had been operating a small catering service locally, making fruit cakes and other pastries for parties and special occasions. They purchased this range around Christmas and she was able to bake a lot more with her new range and consequently, sold more. She was so well pleased with this range that in later years she and her husband purchased two other ranges from me. Her last range was purchased from one of our local electrical appliance dealers.

She has been a well satisfied customer all these years, being completely content with the quality and performance of her ranges. With these electric ranges, she has been able to increase production of her bakery products as her business expanded.

This customer now lives in Conroe and still operates her catering service. With this initial sale of a \$59.95 electric range, I paved the way for later sales of newer, improved electric ranges and developed a lasting friendship through these many years.



Bill Earthman, senior residential sales representative, Conroe, checks his sales book for model information while talking with a customer.



THRIFT PLAN INVESTMENTS

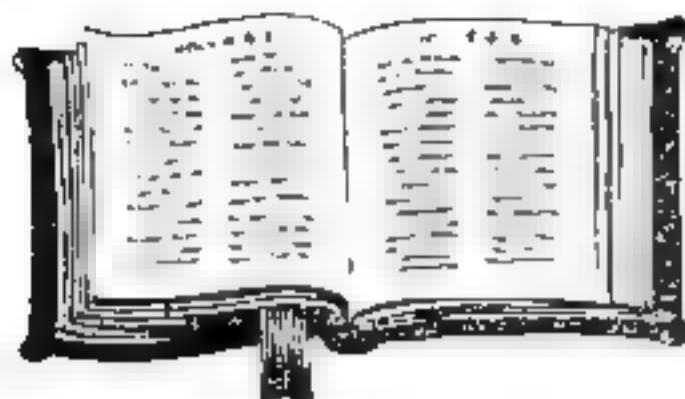
Purchases of Gulf States Utilities Company stock made by the Trustee during February covering employee deductions and Company contributions through January were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	1755	\$50,247.09	\$28.63082
\$4.40 Preferred	None Available		

The Trustee deposited \$18,204.92 with the Savings Department of The First National Bank.

BIBLE - BREAK

a monthly column



by Ruby Lee Adams

WHEN I set out to explore the pages of the Bible, I traversed the centuries and came trembling upon the cradle of the human race in Biblical times.

I stood amazed upon the threshold of life; mankind passed by in pageant before me. Cities created themselves before my eyes. I have browsed in old Egypt, following civilization along the Nile; I sat in the garden of Babylon and watched civilization plant its first precious seeds.

I have watched customs grow out of the Bible, and have followed these customs through the ages, watching them thread their way into every country, weaving themselves eternally into the pattern of life. I have traced them even to our own polished 20th century civilization, and marvelled that they should have changed so little in the centuries between. To discover that our calendar had its roots in old Biblical times was a surprise to me as it may be to you.

The object of this monthly column is to share with you in my humble way the many discoveries that I have made in exploring the pages of the Bible. The research entailed the use of many, many Bible volumes by some of our best authorities.

We will bring you in time stories of the Biblical men and women who seem very much alive. Famous Firsts of the Bible. Many are the beginnings of everyday things in our way of life. Curiosity is deeply implanted in the human mind, and there are few people so backward that they have never asked themselves how the Bible came into being, and why is it a best seller.

Whatever it is we can assure you that it will be worth your time-out to take this Bible Break.



"Go Modern . . Live Better Electrically". That is what our customers are being told throughout the system by signs like this one Robert E. "Bobby" Tyler, serviceman first class, Sul-

phur, is polishing. Three hundred and fifty of these public relations signs are being mounted on service and line trucks.



BIG BLOWDOWN AT LOUISIANA STATION—With a blast of ear-pounding noise like a jet plane breaking through the sound-barrier, steam, under thousands of pounds of pressure, burst loose at Louisiana Station last month. The bursts were in regular intervals, though, and everything was under control. Testing crews were adjusting the pressure shut-off valves on



the boilers to be sure they will function properly, to stop the boilers from building up to unsafe pressures. The pictures show before and during the "blowdown", but, fortunately, PLAIN TALKS doesn't include stereophonic sound with its pictures. The workers wore specially-designed ear protectors.

Position of furniture has an important effect upon performance and efficiency of under-floor electric heating systems. For pieces resting solidly on the floor, it's better to arrange them across rather than along run of heating cables.

High temperatures in some locations in power plants create problems for some hand-type fire extinguishers. Heat produces excessive pressure in carbon-dioxide units and tends to cake dry chemicals.



Mitchell Hollier, System Production Department, Beaumont, checks the damage to this Company car following a collision with another car.

Both Mr. Hollier and W. C. Tolbert, driver of the car, escaped serious injury by wearing the safety seat belts installed in the car.

Auto Safety Belts Prevent Injury To Two Employees

ON a misty morning recently, two Gulf Staters, Mitchell Hollier and W. C. Tolbert, System Production Department, checked out a car from the garage in the Beaumont Main Office Building for a trip to Roy S. Nelson Station near Lake Charles.

They had driven only a few blocks when they saw a car pull up to a stop sign on the left side of an intersection and halt. But as they approached the intersection, the halted car started up and drove out in front of their car. There was a crumpling sound and the front end of the car buckled as it struck the side of the other car.

Both Mr. Tolbert and Mr. Hollier were hurled forward with the force of the impact. But, before they could strike their heads, they were brought up short by the safety seat belts each was wearing.

"I'm sure we were saved from almost certain injury," Mr. Hollier later said. "The safety belts kept us from being thrown forward."

Following the accident, Mr. Tolbert said, "It is a good thing we were in the habit of wearing our safety belts. I'm glad we had them on this morning. This proved a good example. After this I intend to put them on my own car."

Frank Jones, system safety director, Beaumont, reminds all employees that safety seat belts have been installed in nearly all Company cars now and they should be used at all times.

"These two men undoubtedly would

have been injured seriously because of the nature of the wreck and the slippery condition of the street at the time if they had not been strapped in by their safety belts," he said. "It is up to every one of us to make use of these belts to avoid injuries as much as possible."

Ben Williams, Former Treasurer, Dies

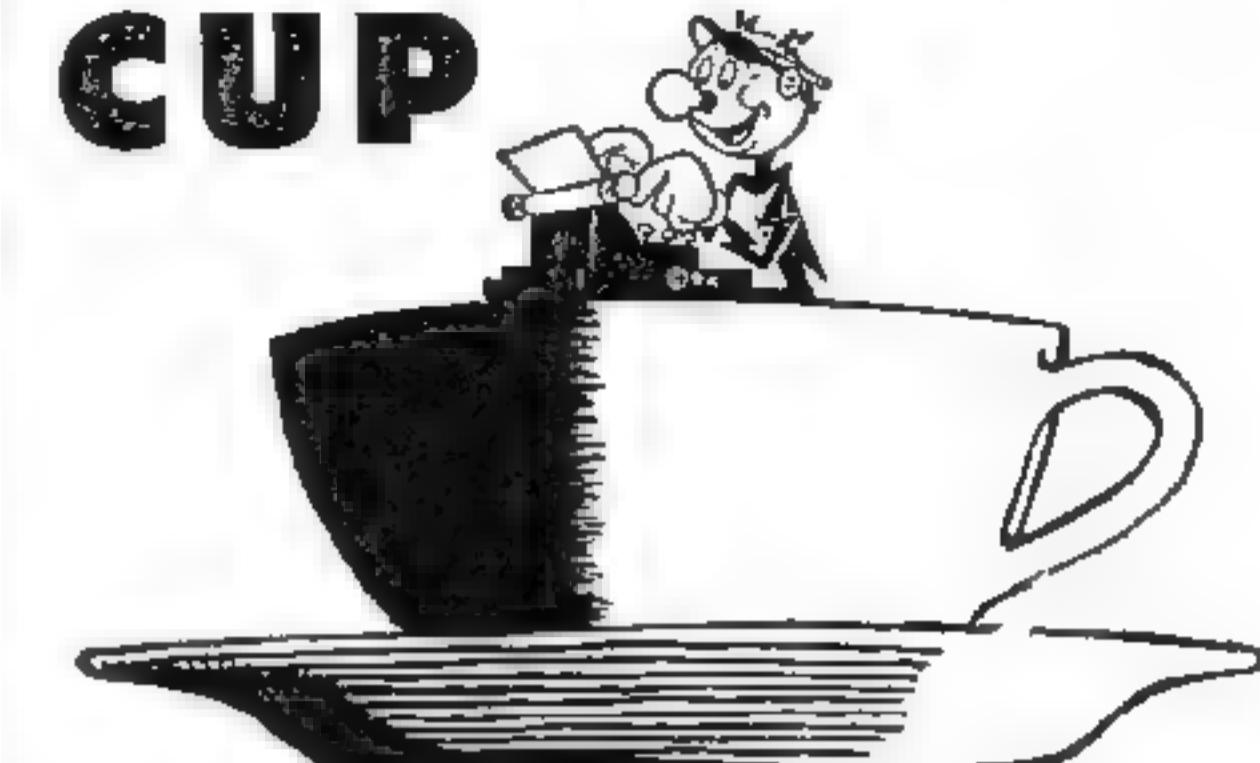
FUNERAL services were held March 8 in Kerrville for Paul R. (Ben) Williams, 70, former treasurer of the Company.

Mr. Williams joined the Company in Beaumont in 1925. To his many friends in the Company he was known as "Ben" Williams. He was a member of the Round Table, the Beaumont Country Club and on three occasions served as president of the Beaumont Club.

He left Beaumont in February, 1934, and moved to Richmond, Virginia, where he was treasurer of the Virginia Electric Power Company until his retirement about six years ago. After retirement, he and his wife, the former Miss Hannah Hawkes of Keokuk, Iowa, moved to Kerrville.

He is survived by his wife; a son, Lt. Col. Robert D. Williams with the Air Force in Spain, a daughter, Mrs. A. E. New of Pensacola, Florida, and a brother, Norman R. Williams of Waterville, N. Y.

over the COFFEE CUP



THE Fifth Annual Gulf States Fishing Rodeo for the Baton Rouge Division employees will be held from May 8 through May 15 on False River and Old River. The various committees are working hard to make this the most successful of all our rodeos. Tickets are \$2 and are now on sale. Buy your tickets early and make plans to participate. The ticket deadline is April 15.

All Louisiana Station employees extend speedy recovery wishes to **R. H. Lawton**, superintendent, and **W. L. Huff**, test technician, first class. Both recently underwent surgery. We hope you are both back with us real soon.

The Short Circuit Club had a dance at the U.C.T. Building on February 20. Music was furnished by Millet's Hot Five.

Lt. and Mrs. Fred Bunch and **Fred, Jr.**, spent the weekend of February 19 with Fred's parents, **Mr. and Mrs. G. D. Bunch**. Fred is stationed at Barksdale Field in Bossier City, Louisiana, where he is ground communication officer for the refueling squadron. Mr. Bunch is a storeroom assistant, Louisiana Station.

Louisiana Station sends birthday greetings to: **Guy S. Aydell**, **Lloyd J. Blanchard**, **Willie B. Carpenter**, **J. D. Conlee, Jr.**, **J. D. Fleming**, **J. L. Gallup**, **J. A. Graves**, **E. J. Hernandez**, **R. C. Lafferty**, **S. A. McKenzie**, **S. C. Oliphint**, **A. D. Speeg**, **E. D. Vallet, Jr.**, **H. W. Webb**, **James Spears**, and **J. T. Stewart**.

—By Barbara Price

W. M. WILKINSON of the Baton Rouge Purchasing Department has been elected to the Vestry of St. James Episcopal Church, Baton Rouge.

Another member of the Purchasing Department, **Ethel Sharp**, acts as secretary of one of the societies of St. Joseph Catholic Church.

Gladys Smith, of the Purchasing Department, motored to Arkansas recently for a weekend visit with her sister.

—*By Ethel Sharp*

V. J. Braud, 17-year Company veteran and a serviceman first class in Baton Rouge's Western District, was recently paid tribute by the New Roads Jay Baseball Club.

The Pointe Coupee Banner of New Roads, Louisiana, reported in a front page story February 18, "The veteran V. J. Braud, hard-working, dedicated president of the organization for the past four years, was elected to his fifth term as head of the club. Braud had requested that someone else be chosen for the top post—but the organization's members would not take 'no' for an answer—and the champion of the sport agreed to continue to accept the reins."



Another example of the ingenuity of Gulf Staters was shown recently by **Leonard Roy**, Port Arthur Meter Department. When it was learned that manufacturers did not make equipment for reading the strip charts of the General Electric printing-type meter, Mr. Roy designed and built a reel-type device to do this job. Before he built this piece of equipment, the long strips of paper had to be spread out over a large area to be read. The equipment is made out of a piece of lumber with two plastic reels mounted on each end. The reels are spares for the meter which can be

INGENUITY AT WORK. Leonard Roy, Port Arthur Meter Department, shows the reel-type reading device he designed and built for reading the strip charts of the General Electric printing-type load meter.



interchanged with ones to be read without unwinding the strips. Mr. Roy will be glad to show and explain this piece of equipment to members of other meter departments.

—*By Jake Hagler*



WE are very proud to announce that four of our residential sales representatives are attending night classes at Lamar State College of Technology. **Don Huffman**, **Bob Caldwell** and **Edward Revere** are working on their BBA degrees and **Ken Maxwell** is taking a course in real estate.

—*By Flo Wenzell*

A combination "Good-by and Welcome" was given on the 18th floor last month. **Jimmy Atkins** was assigned to the position of operating supervisor, Beaumont Division. He is now working at the Beaumont Service Center. **Albert Baird** was assigned to the position of staff engineer, System Operations Department. He is now working on the 18th floor of the Main Office Building.

February birthday wishes were extended to **Carolyn Murphy** and **Lynn Rogers**, both of the Records Department. **H. C. Davidson** of the Construction Budget Section also celebrated his birthday during February.

A talk concerning our Company's activities with Data Logging equipment was delivered by **John L. Warmack** before the Sabine-Neches Chapter of Instruments Society of America recently.

From February 1 through February 6, **Joe Robichau** and **Mr. Warmack** visited Information Systems, Incorporated, in Skokie, Illinois. While there, they reviewed the preliminary operations of the I.S.I. 609 computing system for the third unit of Roy S. Nelson Station, West Lake.

Two new employees were welcomed February 16 by the 18th floor crowd. They are **Nora Ann Baldwin**, Records Department, and **Naomi Wright**, Construction Budget Section. Mrs. Baldwin, formerly of Corpus Christi, now lives in Beaumont. Mrs. Wright resides in Vidor.

Preston H. Darland recently became administrative assistant to **M. A. Merchant**, records management supervisor, Beaumont. A native Beaumont. Mr. Darland worked the last eight years for Mobil in Beaumont. He holds a bachelor of business administration degree from Southwestern University.

Georgetown, Texas. Mr. Darland, his wife and son live at 275 Canterbury.

—*By Francis Linthicum*

SYSTEM RESIDENTIAL SALES DEPARTMENT welcomed a new employee this month and said good-by to another employee. **Nancy Baudoin** is replacing **Laura Bourg** as stenographer to **Leonora O'Neal**, home service director. A native Beaumont, Mrs. Baudoin is a graduate of Beaumont High School. She had previously worked for a local clothing store. Her husband, **Terry**, is a student at Lamar State College of Technology working toward a bachelor of business administration degree in management.

Mrs. Bourg is leaving to have her second child and to become a full time housewife. She and her husband, **Herbert**, and their 15-month-old son, **Brett Wayne**, make their home in Vidor, Texas. A group of Laura's friends gave her a luncheon and a parting gift.

Vic Gayle, sales promotion director, has been elected to the Board of Directors of the North Jefferson County American Cancer Society.

Parker Allen, manager, Residential Sales Department, has been spending his leisure time the past several months making driftwood lamps.

—*By Mary Schlicher*

Luck! What is luck? Well, some have and some don't, as the ole sayin' goes. **Margie Gray**, senior clerk, Beaumont Credit and Collection Department, has it. Just recently she became the proud owner of a RCA color television. She was awarded the television as a door prize at a family night at the Business and Professional Men's Club.

—*By Helen Clifton*

JANE STERLING, Beaumont Engineering Department, is one of the players on the Simmons Jewelers semi-pro girls basketball team, which won second place in recent tournament finals in Jennings, Louisiana. The girls were shut out of first place by losing to the Jennings Lions' Club team by only two points.

—*By Nadine Hester*

IF you happen to see **Ward McCurtain**, noted author of "Parking Meters I Have Known," let him explain about the irresistible force and the immovable object, or is it the immovable force and the irresistible object? It seems Ward came off second best in a recent encounter with a parking meter while running down the street.

We are happy to see **Catherine Abney** back with us after being absent because of illness for a month. She works in the Beaumont Duplicating Department.



Mrs. Sam Malley

Barbara Mandry became the bride of **Sam J. Malley** in St. Anne's Catholic Church of Beaumont on January 31. The bride is the daughter of Mr. and Mrs. J. H. Mandry, Beaumont, formerly of San Antonio, and the bridegroom is the son of Mr. and Mrs. Sam J. Malley, Sr., of Beaumont. Both Mr. and Mrs. Malley are graduates of St. Anthony High School and both attended Lamar State College of Technology. Mr. Malley also attended Texas A&M College. Mrs. Malley is a stenographer in the Beaumont Stenographic Department and her husband is employed by Central Freight Lines. The couple are now living at 5670 Calder Road, Beaumont.

Wedding vows were exchanged by **Janie Fontana** and **Robert Carroll** in the Westminster Presbyterian Church in Beaumont, December 31. Mrs. Carroll is the daughter of **Anthony G. Fontana**, stores auditor, General Accounting Department, Beaumont, and Mrs. Fred M. Cabell of Beaumont. Mr. Carroll's parents are Mr. and Mrs. Robert Carroll of Beaumont. Both Mr. and Mrs. Carroll are graduates of Beaumont High School and attended Lamar State College of Technology. Mr. Carroll is employed by the Beaumont Savings and Loan Association and Mrs. Carroll is a stenographer in the Beaumont Stenographic Department. The couple are now living at 2985 Harrison, Beaumont.

—By Ward McCurtain

Mrs. Robert Carroll



FEBRUARY was a traveling month for the employees of the Beaumont Billing Department. A visit with friends in Shreveport, Louisiana, over the last weekend of the month was enjoyed by **Shirley Bonner** and her husband, **Alan**.

Traveling to Houston for the Fat Stock Show and Rodeo were **Linda Martin**, **Bobbye Rigsby** and their husbands.

Jeanne Pleasant and husband, **Ben**, were impressed by the sights of New Orleans when they recently visited there for the first time.

While visiting friends in Austin, Texas, **Mary Jo Jackson** and her husband, **Jimmy**, attended the State Basketball Tournament, which is held annually on the campus of the University of Texas. Jimmy is not only a basketball spectator but also plays basketball for the Chess Independents of the Beaumont YMCA League. They visited Brenton Hughes, a friend of Jimmy's who plays basketball for the University of Texas Longhorns.

Joy Hughes traveled to Dallas to see a childhood friend receive her nurse's cap in the Spring Capping Ceremonies at Parkland Memorial Hospital.

Jessie Dyer and husband, **Bob**, have been elected round masters of the newly formed Round Dance Club in the Beaumont area. They recently attended the Round Dance Festival which was held in Houston.

Sally Dowden drove to San Antonio, Texas, to see a performance of Verdi's "The Masked Ball" by the Metropolitan Opera Company.

A pink and blue surprise shower honoring **Jean Spitznagle** was held at the home of **Tommie Byrd**. Co-hostesses were **Maxine Glenn** and **Mary Beth Futch**.

Betty McCord has as house guests her sister and brother-in-law, **Mr. and Mrs. William Darts** of Garden City, New York.

Joining the ranks of the new home owners in the Billing Department are **Jean** and **Freddie Spitznagle** at 3870 Ernestine Drive, Beaumont, and **Don Brim** in Silsbee.

The Billing Department welcomed back to work **Edaleen Bean**, who was in the hospital with the flu.

A welcome to two new employees, **Jean Stanley** and **Beverly Sheffield**, was extended during February by the Billing Department.

—By Tommie Byrd

Mary Hope Crow, daughter of Mr. and Mrs. Francis Maxwell Crow, Beaumont, and **Jerry Neal Boynton**, son of Mr. and Mrs. Elbert W. Boynton, Beaumont, exchanged marriage vows Feb-



Mrs. Jerry Boynton

ruary 27 in St. Anne's Catholic Church. The bride, whose father was on an unexpected business assignment to Venezuela, was given in marriage by her grandfather, Raymond C. Crow. Both Mr. and Mrs. Boynton attended Lamar State College of Technology where Mr. Boynton received his degree before studying law at the University of Texas. He is employed by Radio Station KTRM and is co-owner of Gulf Coast Recording Studio. Mrs. Boynton is employed in the Beaumont Customer Accounts Department. The couple are at home at 2915 Calder.

FEBRUARY 24th is a day to be well-remembered by **Edwin B. Smith**. Ed was transferred from the Purchasing Department to the Voucher Department and on the same day became the father of a boy whom they named **Michael Ray**. We wish Ed the best of luck.

R. S. Pace, purchasing agent, has been elected chairman of a \$600,000 bond sale campaign to raise funds for the construction of a new Educational and Activities Building for the First Baptist Church, Beaumont. The campaign is making exceptionally fast progress and they feel sure they will reach their goal by March 20th.

—By Maxine Thomas

LIBERTY

MR. AND MRS. JOHN ROBERT BUTLER are residing in Liberty,

Mrs. John Robert Butler



Texas, following their marriage on December 18 in the Little Flower of Jesus Catholic Church in Port Acres, Texas. Mrs. Butler is the former **Barbara Louise Mouton**, home service advisor for the Liberty District.

The bride is the daughter of Mrs. E. D. Thibodeaux of Port Acres. Mr. Butler, son of Mr. and Mrs. John Wayne Butler of Rusk, Texas, is a senior student at Lamar State College of Technology in Beaumont.

ORANGE

THE ORANGE SALES DEPARTMENT

MENT really made headlines during February. **J. D. McCune** was elected to Orange County Welfare Board and **Buck Wingard** was elected to the Board of Directors of the Bridge City Chamber of Commerce for two years. **Walter House** was elected president of the Orange County United Fund as well as vice-chairman of the Orange District, Sabine Area Council of the Boy Scouts of America.

Patsy Winkel, Orange Engineering Department, recently lost a brand new bridge work, which cost \$300, after having it one day. The sad part is that they were not quite paid for at the time so Patsy is still paying for a bridge she does not have. Her co-workers, as well as city crews, even searched and sifted the city dump in vain.

Dolores Wilson left her job in the Orange Accounting Department last month to become a full-time housewife. She had worked in the Orange Office for nearly two years.

—By *Reba Willey*



RIVERSIDE STATION

RY S. NELSON and Riverside Stations were well represented at the annual safety dinner held recently at the Chateau Charles Restaurant. A delicious meal, preceded by a period of fellowship, was enjoyed by employees and their guests.

Frank Jones, safety director, Beaumont, presented an interesting and informative safety program. **A. H. Demers**, superintendent, Roy S. Nelson Station, was master of ceremonies. Other speakers were: **E. L. Granau**, vice president and manager, Lake Charles Division; **S. L. Stelly**, safety-claims agent, Lake Charles; **C. H. Watler**, operations supervisor, Roy S.

Nelson Station; and **L. R. Eddins**, superintendent, Riverside Station.

The centerpiece, a lovely arrangement of red and white carnations, was won as a doorprize by **Mrs. W. F. O'Kelley**. Mr. O'Kelley is control operations foreman, Roy S. Nelson Station.

A safety dinner was also held on February 22 at the Riverside Station assembly hall for about 65 Lake Charles Division colored employees and their guests.

Our Company hosted the February dinner-meeting of the Southwest Louisiana Mutual Aid Association, of which **Mr. Eddins** is the vice president. The meeting was held at the Chateau Charles Restaurant.

Purpose of the association is to lend assistance during any disasters in the area. The assistance may be that of controlling the traffic situation, securing ambulance or fire truck service, as well as alerting the public and keeping them informed so as to keep to a minimum the number of curiosity seekers.

—By *Alice Vining*

ROY S. NELSON STATION

PLANNED and coordinated by the Safety Department, a joint safety meeting of the Sulphur District, Riverside Station, and Roy S. Nelson Station employees was held at the Nelson Station assembly hall, February 11.

A film, "Coronary Heart Disease", was shown and Dr. B. M. Woodard of Lake Charles gave a very interesting and informative talk on heart attacks, heart diseases, and blood pressure. The talk was made on behalf of the Louisiana Heart Foundation. From the questions asked, it was very evident that each person attending was very interested in the talk. Our thanks to Dr. Woodard, the brother of **Mrs. Ernestine Amis**, Lake Charles home service advisor.

The American Institute of Electrical Engineers conducted their January monthly meeting at Nelson Station. Following the program the engineers were escorted through the plant.

Nelson Station is very proud of its newest machine, an A-B-Dick Photocopy machine. Everyone is having a good time learning to use it.

Leo Thibodeaux, laborer at Nelson Station, and **Miss Elrine DeJean**, were married February 20 in the Sacred Heart Catholic Church in Lake Charles. Our congratulations to Leo.

Jim Derr and **Jim Meitzen**, along with several other GSUers, attended the Instruments Society of America meeting in Houston, Texas. The latest developments in industrial instruments

were exhibited by the various instrument manufacturers.

Buck and Bonnie Mouhart attended a very nice Valentine's party in LaPort, Texas, with some friends from Stone and Webster. The snow and ice that week-end didn't keep them away.

—By *Martha Lynch*

LINE DEPARTMENT

GERALD P. "PARKS" HANDLEY,

Lake Charles Line Department attended the T&D training program in Beaumont last month.

Ivy Dupin of the Lake Charles Line Department returned to work on February 15 after being on sick leave since December 7 due to an operation.

Jack Killough, general line foreman, attended the two day safety meeting of the Southwest Electric Safety Exchange in Alexandria, Louisiana, last month.

—By *Margie Leon*

SUBSTATION

The Broadmoor Substation was the largest project for the Lake Charles substation crew during the month of February, 1960. A 7,500 KVA AC transformer will be the first transformer installation in the new location. The substation is now about 75 per cent complete and should be in operation by March 15.

Sheldon "Shot" Sibley, substation mechanic, has been off duty due to illness since February 12, and will be off for a number of days. "Shot" who has been with the Company for 32 years, is a repairman in the Lake Charles Substation Department. We all hope "Shot" will soon be back at work and wish him a speedy recovery.

—By *Jo Ann Burnett*

SAFETY DEPARTMENT

THE LAKE CHARLES DIVISION

employees would like to thank the Louisiana Heart Association and **C. Coffee**, field representative, **Mrs. George Theriot**, and **Dr. Irving Singer** for the series of educational programs on heart disease presented during the month of February. There were four meetings in the Lake Charles and Sulphur Districts, and the speakers were **Drs. Robert C. Looney**, **A. L. Lester**, **Irving Singer**, and **B. M. Woodard**. At each meeting a short film was shown followed by a lecture and a question and answer session.

Dr. Mims Mitchell, Jr., of Lafayette, addressed the employees in Lafayette District and **Dr. Lester Ancelet**, physician advisor to the Jeff Davis Parish Heart Council, spoke to the Jennings employees.

—By *Tyrelle Hill*

METER SHOP

THE LITTLE LEAGUE BASEBALL

program of Lake Charles will have the services of **Hubert Landry** and **Jim Wall** again this year. Mr. Landry manages a team in the Southside and Mr. Wall works with teams in the Northside.

Joe Regan is back at work after an illness which sent him to Lake Charles and Houston hospitals for several weeks.

R. W. Aleshire earned the title of "First Grandpappy" in the Lake Charles Meter Department recently.

—By *Hubert Landry*

DISPATCHERS

THE KILOWATT KLUB of Lake

Charles held its annual election of officers recently. The following officers were elected: president, **Edgar DeWoody**; vice-president, **Murphy Guidry**; secretary, **Earlene Stratton**; and treasurer, **Bob Wiggins**. Plans are being made for several parties during the coming year.

Ray Grigsby, Lake Charles substation operator, recently purchased a new three bedroom home, located on Cactus Drive, in Sunset Acres in South Lake Charles.

The build-a-home-yourself program is really catching on in Lake Charles. The most recently built home is that of **Houston J. LeBleu**, substation operator. The three bedroom, brick home is on Brinlee Lane, in Mary Ann Subdivision in South Lake Charles.

STOREROOM

AN ACTIVE PART is taken by **LeRoy Courville** in any church or social activities concerning the younger generation. He is vice-president of the Youth Program at St. Henry's Catholic Church. This program sponsors the Boy Scout troops and is planning to set up nine, sponsored baseball teams in Lake Charles for this summer's program. Mr. Courville is also the district committeeman for camping and activities of the Lakeside District Boy Scouts of America. Our youth needs these adequate, well organized social activities. A tip of our "good citizenship" hat goes to Mr. Courville. "Keep up the good work."

GARAGE

D. A. SPELL, garage foreman, suffered a heart attack, February 25. Mr. Spell is hospitalized at Lake Charles Memorial Hospital and is reported improving. Our best wishes to "Dusty" for a speedy recovery.

—By *Earlene Stratton*

IT seems that **Malcolm Williams**, area development engineer, and **Fred Brumfield**, residential sales representative, Lake Charles, went to great pains to get ready for the Southwest Fat Stock Show and Rodeo at McNeese arena in Lake Charles, February 25-28, starring **Rex Allen**, singing television and movie cowboy actor. Malcolm and Fred were busy "shooting the bull" in order to get people to attend the event.

Richard Peterman, Lake Charles industrial engineer, is back at work after a three week absence from work after undergoing surgery in St. Francis Cabrini Hospital in Alexandria, Louisiana on January 24.

Working hard telling their story and promotion plans for the "Golden Sixties" are **Charles Callahan**, residential sales representative, Lake Charles, **Guy Willett**, South Texas District sales engineer for General Electric Company, whose home office is Houston, Texas; and **Robert Lee**, owner of Lee's Refrigeration of Sulphur, Louisiana.

These three have been energetically calling on contractors and architects in the Lake Charles Division, explaining General Electric's "Golden Sixties" program, which helps the contractor plan, advertise and sell his homes. It provides him with 100 per cent backing on advertising if he builds an all-General Electric home. This includes heat pump, range, water heater, dishwasher, disposal, breaker and breaker box.

Mr. Lee is doing a fine job of trying to make his 1960 goal for heat pump sales. He has set a goal of 47 for this year. He has already sold 27 per cent of this quota in the first two months of the year.

LAFAYETTE

JIM RICHARDSON, area development engineer, Lafayette, has been selected a director of the United Givers Fund in Lafayette Parish for the next three years. Jim, active in civic work

PLANNING FOR THE DAY. **Charles Callahan**, Lake Charles residential sales representative; **Guy Willett**, General Electric Company sales engineer for the South Texas District, Houston; and **Robert Lee**, Sulphur, Louisiana, are making plans for telling story of their "Golden Sixties" sales promotion program.

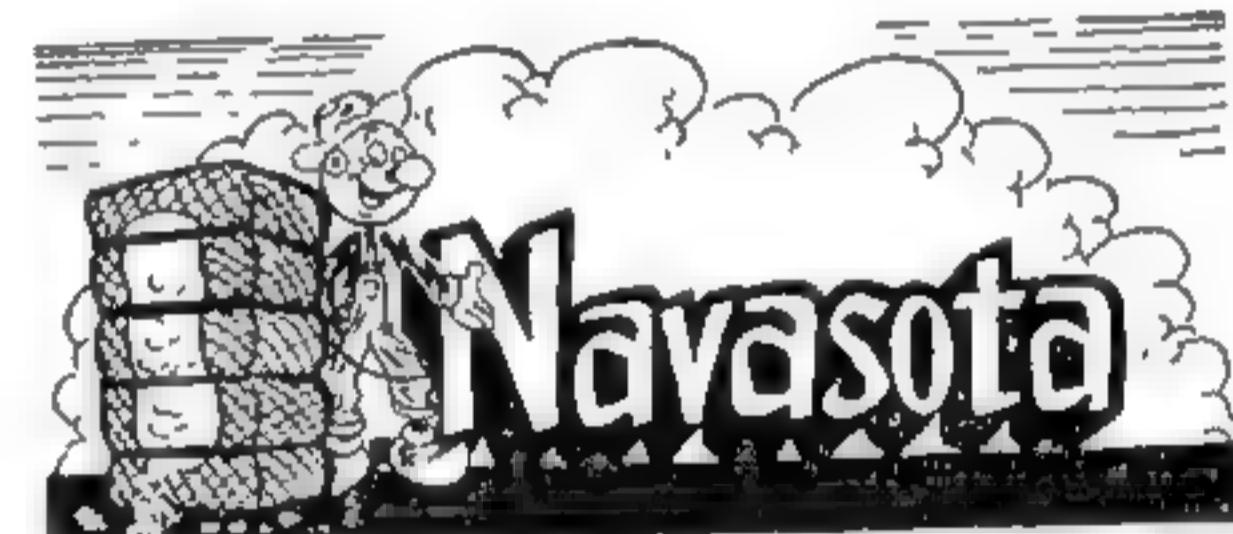


Miss Joan Seigler

since moving in Lafayette, is married to the former **Marie Hall**. They have two children, **Jimmy** and **Kay**.

The line crew of **Elmer R. "Jug" Sudderth** has a new member. He is **Russell Thomassee**, a helper, who is a native of Cecilia, Louisiana. Russ, his wife, **Gloria**, and daughter, **Leslie**, now reside in Breaux Bridge. We hear via the grapevine that the line crew has nicknamed him "Chester". But no one has been able to find out the reason.

—By *Cynthia Nolan*



JOAN SEIGLER, daughter of Mr. and Mrs. **Marvin Seigler** of Navasota, was recently accepted as a member of Alpha Delta Sigma, social organization at Incarnate Word College, San Antonio, Texas.

Miss Seigler, vice-president of the junior class, is also a member of Alpha Chi and Alpha Lambda Delta, national honor societies at Incarnate Word. Mr. Siegler is a line foreman in the Navasota T&D Department.

Navasota employees are glad to see **Connie Winborn**, sales supervisor, back at work. Connie has been ill since December 31 and was hospitalized for a portion of that time.

The flu has had several Navasota employees in bed the last several weeks. Among those sick were **Holly Downs**, serviceman first class, and **Dick Knight**, garage mechanic first class.

Cecil Gayle, Navasota substation mechanic, underwent an operation recently. We are happy to report that

he is now back on the job and feeling fine.

The Navasota substation operators have a new office! They are very proud of their so-called "island", and extend an invitation to all sight-seers.

Jerome L. Haddox, general line foreman, Navasota Division, and **Ernest Singletary**, Navasota substation, were among the trail riders going down the "Salt Grass Trail" to Houston last month. They say Mr. Haddox went along as a chaperon. The "Salt Grass Trail" is a 75-mile ride starting at Brenham, Texas, on the Sunday before the opening of the Houston Fat Stock Show, ending in Houston on the day the show opens. The ride is made each year by between 1,800 and 2,000 riders.

Virginia Plentl, departmental clerk in Navasota, is all smiles these days. Her husband, **Woody**, has returned home after a year's absence serving with the U.S. Army in Alaska.

—By Jeannette Sangster
LINDA KIRKLAND, daughter of Mr.

and Mrs. Jack Kirkland, operating superintendent, Navasota Division, was one of the five finalists competing for the title "Sweetheart of the Texas Aggie Band," February 13 at Texas A&M College. Miss Kirkland finished second in the contest.

She was entered in the contest by Bedford Corkrell, freshman at Texas A&M, and the son of Mr. and Mrs. Bedford Corkrell, Beaumont.

Miss Kirkland, a senior at Navasota High School where she is a member of the band and served as duchess at homecoming, is pianist for the first Baptist Church of Navasota. The Kirklands formerly lived in Beaumont.

HUNTSVILLE

Bobby Feagin of the Huntsville line crew has been transferred to the



Miss Linda Kirkland



ON THEIR WAY TO HOUSTON. The Tejas Trail Riders move through Huntsville, Texas, on their way to Montgomery, Texas, where they merged

with Sam Houston Trail Riders for the ride to Houston and the Fat Stock Show Parade on February 24.

Navasota Substation crew. Taking his place in the line crew is a new employee, **Jim Robertson**, formerly of Cleveland, Texas.

—By Dorothy Stanford

THE Calvert District has had a number of employees on the sick list in the past few weeks.

Ray Smith, meter reader in Calvert, was in Hearne General Hospital for five weeks. While in the hospital he had his tonsils removed and has recovered from that and his other illness. We missed him and are glad he is able to be back at work.

Janyce Bonifazi had minor surgery in the Hearne General Hospital in January but she is back on the job and doing fine. Mrs. Bonifazi is a local office clerk in the Calvert office.

The ole' flu bug hit **Ray Myers**, district serviceman, Franklin, but after about a week off he is back with us.

Also **Nelson Buster Key**, laborer at Calvert, had the flu and complications and was in the Hearne General Hospital for about two weeks. He is back at work now, doing fine.

E. L. Butler, serviceman at Calvert, spent several weeks in the hospital in Hearne. He also had the flu, but he has returned to work.

—By Louise Satory

FROM JENNINGS

"WE wish to take this opportunity to thank our many kind friends for their thoughtfulness during the illness and death of our father and husband, George W. Hall. We especially wish to thank the blood donors."

Mrs. George W. Hall and Children

gulf staters in the news

Dale Land, home service advisor, Sulphur, was one of the guest speakers at the recent annual Career Conference Week at the Sulphur High School.

F. S. Roby, Beaumont Engineering Department, was in charge of the refreshments and arrangements at the recent meeting of the Beaumont Section of the American Institute of Electrical Engineers' joint meeting with the Lake Charles subsection at the Beaumont Service Center auditorium. Speaker on the program was Dawson H. Mullen, marketing representative of the Westinghouse Electric Corp., Athens, Georgia. **E. A. Baumgartner**, Beaumont Engineering Department is chairman of the Beaumont Section.

R. M. Andrews, superintendent of residential sales, Baton Rouge, was recently a guest speaker at the Baton Rouge Home Economics Association meeting.

Mrs. Grace Brooks, home service advisor, Beaumont, presented a talk on "What to Eat and Why" and a demonstration of cookery methods at the Public Relations Day coffee by the Beaumont Chapter of the Woman's Auxiliary of the Jefferson County Medical Society in the Beaumont Service Center.

C. M. Scott, Port Arthur Division manager, has been named chairman of the seawall committee in the Civic Affairs Department of the Port Arthur Chamber of Commerce.



JAYCEE AWARD WINNERS. The Port Arthur Junior Chamber of Commerce "Boss of the Year" award was recently presented to C. M. Scott, left, district manager, Port Arthur. At the same time the Jaycee Distinguished Service Award as "Outstanding Young Man of the Year" was made to Byron Hildebrand, center, telephone company official and Jaycee treasurer. Paul Collen, Jaycee president, right, made the presentation at the Jaycees' annual DSA and Bosses banquet.

R. O. Wheeler, manager of the Baton Rouge Division was recently elected by the Board of Directors of the Louisiana Manufacturers Association to fill the vacancy occasioned by the resignation of **H. C. Leonard**, former division manager.

E. L. Maris, residential sales representative, senior, Navasota, was named vice-chairman of the Navasota Heart Association's Heart Fund drive during the month of February.

Chairman of the Board and **President Nelson** spoke on "Industrial Growth Trends in the Gulf Coast Area" before some 400 representatives of industries and transportation agencies at the 113th meeting of the Southwest Shippers Advisory Board meeting in Beaumont, January 26-28.

Frank Jones, system safety director, Beaumont, served as general chairman of the safety conference of the Southwest Electric Safety Exchange in Alexandria, Louisiana, February 10 and 11. **S. L. Stelly**, safety and claims representative, Lake Charles, was one of the speakers during the conference.

W. H. Gieseke, vice president and secretary, Beaumont, was recently installed as president of the Town Club.

Jim Richardson, area development engineer, Lafayette, spoke on "What is Electricity" at the recent farm and electric clinic for 4-H, Future Farmers of America and other interested persons held at the Leonville High School.

George T. DeLaMatyr, communications engineer, system, Beaumont, has been selected one of the 150 partici-

pants in the advanced management program at the Harvard Business School. The program began February 23 and runs through May 20.

Keen Franklin, district salesman, Trinity, has been appointed register for the Angelina-Trinity county draft board in the Trinity area.

Walter House, Orange District sales supervisor, was elected president of the Orange County United Fund for the coming year. Mr. House has been a civic leader in Orange since moving there in 1954.

Earl White, operating superintendent, Port Arthur Division, has been named Chairman of the Industrial Research and Development Committee of the Port Arthur Chamber of Commerce.

PLAIN TALKS SYMPATHY TO

Mr. and Mrs. C. F. Brown on the death of their infant daughter, **Susan Elizabeth**, February 7. Mr. Brown is a repairman first class at Louisiana Station.

E. E. "Cotton" Kaltwasser, serviceman, Huntsville, on the death of his mother, **Mrs. Ade Kaltwasser**, in Houston on February 27.

J. H. Albe, whose mother, **Mrs. Emma Roapke**, died February 27 in her sleep. Mrs. Roapke would have been 92 on March 6. She had lived in Beaumont most of her life. She is survived by four children, **J. H. Albe**, **W. E. Roapke**, **Mrs. J. T. Brady** and **Mrs. Nellie Brady**.



WINS KWH AWARD. A certificate signifying that the Liberty District is first to join the exalted 4500 Kilowatthour Club, the highest annual average use per home customer in our system, is admired by Carl Shannon, senior engineering assistant; Tennie DeVore, local office clerk; Walter Cooley, residential sales representative; C. R. "Duck" Brinkley, district superintendent; and J. L. Tyrell, serviceman. The certificate was presented to Mr. Brinkley by E. L. Robinson.

Let's Read

Our Mail

Gulf States Utilities Co.
Silsbee, Texas
Attention: Mr. Goodwin

Gentlemen:

Three of your employees, Leon Williams, Morris VanWinkle, and Jack David, have been exceptionally helpful to our Volunteer Fire Department above and beyond the call of duty. We want you to know that we appreciate their help.

When the fire siren sounds, whether during the day or night, good weather or foul, within the city or without, house fire or grass fire, we know that we can depend on one of these three to be there to cut the power off if necessary. Many times, it has not been necessary for them to cut off the power but they help us put out the fire.

The co-operation of these three is greatly appreciated by each member of the department.

Yours very truly,
John Busby, Chief
Silsbee Volunteer Fire Dep't.



Mr. and Mrs. Edwin B. Smith on the birth of their son, **Michael Ray**, February 24. Mr. Smith is an accountant in the General Accounting Department in Beaumont.

Mr. and Mrs. Oscar C. Thompson on the birth of their daughter, **Kimberly Ann**, February 17 in Baptist Hospital, Beaumont. Mr. Thompson is substation mechanic in the Beaumont T&D Department.

Mr. and Mrs. Clifford K. Welch on the arrival of their son, **Clifford Kenneth, Jr.**, February 8. Mr. Welch is an operator's helper at Roy S. Nelson Station.

Mr. and Mrs. R. T. Wright on the birth of their first grandson, **Ralph Lee, Jr.**, son of **Mr. and Mrs. Ralph Lee Rix, Sr.**, in New Orleans on February 26. Mrs. Rix is the former **Alta Wright**. The Rixes have two daughters. Mr. Wright is district superintendent in Huntsville, Texas.

Mr. and Mrs. W. H. Herndon on the birth of their first son, **Anthony Eugene**, February 26. Mr. Herndon is an engineer at Louisiana Station.

Mr. and Mrs. James A. Graves on the birth of their first son, **James Keith**, February 18. Mr. Graves is a switchboard operator at Louisiana Station.

Dick and Beverly Childree, whose second child and first son, **Steven Gary**, was born February 4 at Baptist Hospital, Beaumont. Mr. Childree is an engineering assistant in the Beaumont Engineering Department.

Bobby and Barbara Thompson, on the birth of their daughter, **Karen Elaine**, February 4. Mr. Thompson is a draftsman in the Beaumont Engineering Department.

Mr. and Mrs. John Boosey, on the birth of their son, **Gary Lee**, January 5. Mr. Boosey is system traffic supervisor in Beaumont.

Mr. and Mrs. A. C. Morgan on the birth of their daughter, **Susan Rae**, on February 3. Mr. Walker is employed in the Port Arthur Line Department.



HELPS HIS BABY SISTER SIT PRETTY. William Russel Reynolds, 3½ years old, helps his sister, Debra Alaine, 8 months old, pose. They are the children of Mr. and Mrs. William B. Reynolds. Mr. Reynolds is in the IBM Department, General Accounting, Beaumont.

Mr. and Mrs. Ward C. McCurtain on the birth of their third child and son, **Daniel Kyle**, December 2. Mr. McCurtain is an administrative assistant in the Tax and Insurance Department.

Mr. and Mrs. H. L. Hammack on the birth of their second child and first son, **Stephen Leroy**, February 10. Mr. Hammack is an engineer in the Beaumont Engineering Department.

Mr. and Mrs. Harry J. Henry on the birth of son, **Randy James**, February 6. Mr. Henry is a lineman second class in the Lake Charles Line Department.

Mr. and Mrs. Earl J. Broussard on the birth of their first son, **Earl, Jr.**, March 2. The Broussards have four daughters. Mr. Broussard is a residential sales representative in Lafayette.

Mr. and Mrs. Harrison Carlin on the birth of their son, **Michael James**, February 4. The Harrisons also have a daughter, **Tina**. Mr. Harrison is a lineman third class in the Lafayette T&D Department.

PLAIN TALKS goofed last month and presented the wrong babies to the wrong parents. We hope this will clear up the confusion:

Mr. and Mrs. Claude Patin, became the parents of a son, **Mark Steven**, on January 13. Mr. Patin is a garage mechanic in the Lafayette Garage.

Mr. and Mrs. Tom LaPoint became the parents of daughter, **Bernardine Joan**, born January 6. Mr. LaPoint is an engineering assistant in Lafayette.

GROWING with Gulf Staters



SNOWED BY IT ALL. Randy and Larry Grimmett, sons of Mr. and Mrs. Carl T. Grimmett, enjoyed the snow that fell in their backyard last month. Mr. Grimmett is a senior engineering assistant, Lake Charles T&D Department.



TWIN GIRLS, TWIN SNOWBALLS. Twins Debbie (left) and Cindy Phares hold the twin snowballs they made during snowstorm. They are the three-year-old daughters of Mr. and Mrs. John Phares, Jr., Port Arthur Engineering Department.

UP TO HER KNEES IN SNOW. Kathy Mullin, 3½ year old daughter of Mr. and Mrs. Gene B. Mullin, uses a yard stick to show how much snowfell. Mr. Mullin is in the Plant Accounting Department, Beaumont.



THIS IS A PICTURE OF A PROUD GULF STATES MOM AND POP... THEY ARE PROUD BECAUSE JUNIOR IS DRAWING A SAFETY POSTER, AND HE'S JUST LIABLE TO WIN FIVE DOLLARS FOR HIS IDEA. IF YOU'D LIKE A CHANCE TO BE PROUD, TOO, THEN READ ON:



BETWEEN March 16 and June 30, your child can enter Gulf States Safety Poster Idea contest. It's easy and fun, because most youngsters like to draw. Two winners *each month* will earn \$5.00.

There are two categories. The first includes employees' children enrolled in the first through eighth grades. The second group includes children in junior or senior high school.

No special art talent is needed to win. The contest judges are looking for entries that demonstrate originality and thought. Parents can help, of course, but the child must do all artwork.

What to draw? Anything that relates to Safety: At home, at work, on the school-grounds, at play—anywhere that safety-mindedness can help avoid an accident.

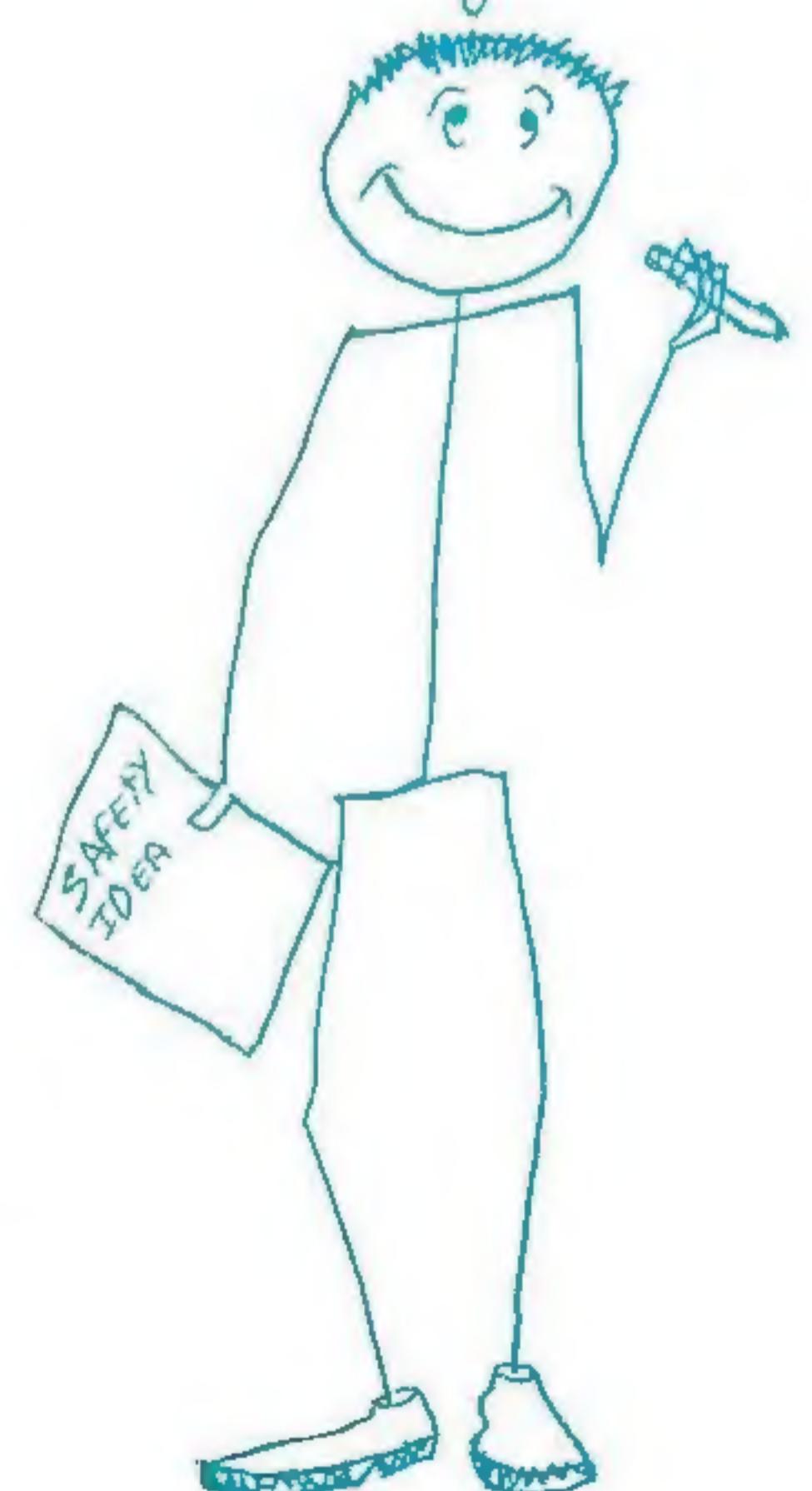
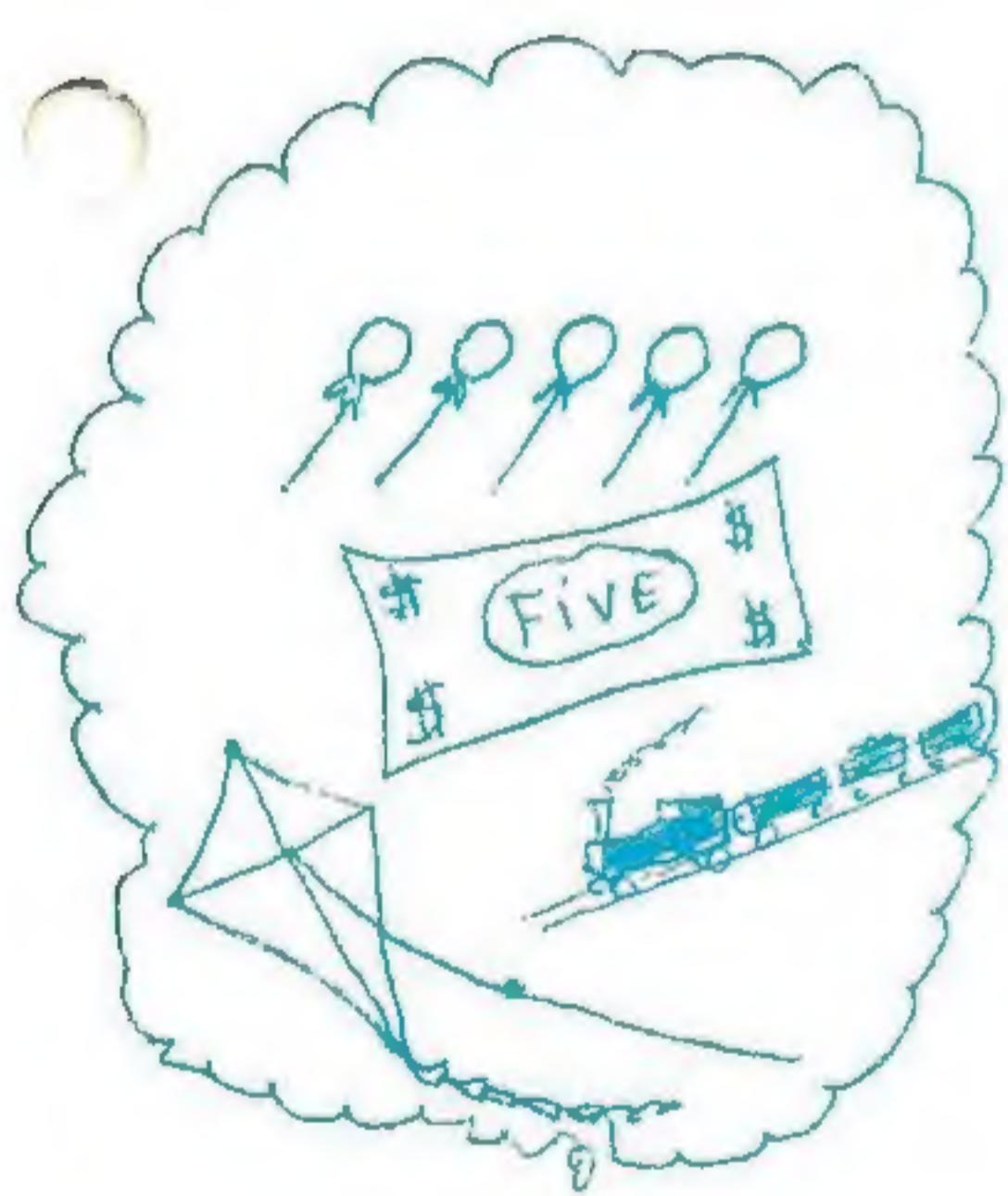
There are no limits to the number of entries from each child. Each month is a new contest, with two new winners. Neither do the rules bar any contestant from winning in two consecutive months, so enter every month.

Winning ideas for each month will be developed by artists in the PLAIN TALKS department, and finished posters will be printed with pictures of the winners.

Contest starts NOW, so get your children busy with their pencils. Be sure to have the child's name and address on the back of all entries, as well as your own.

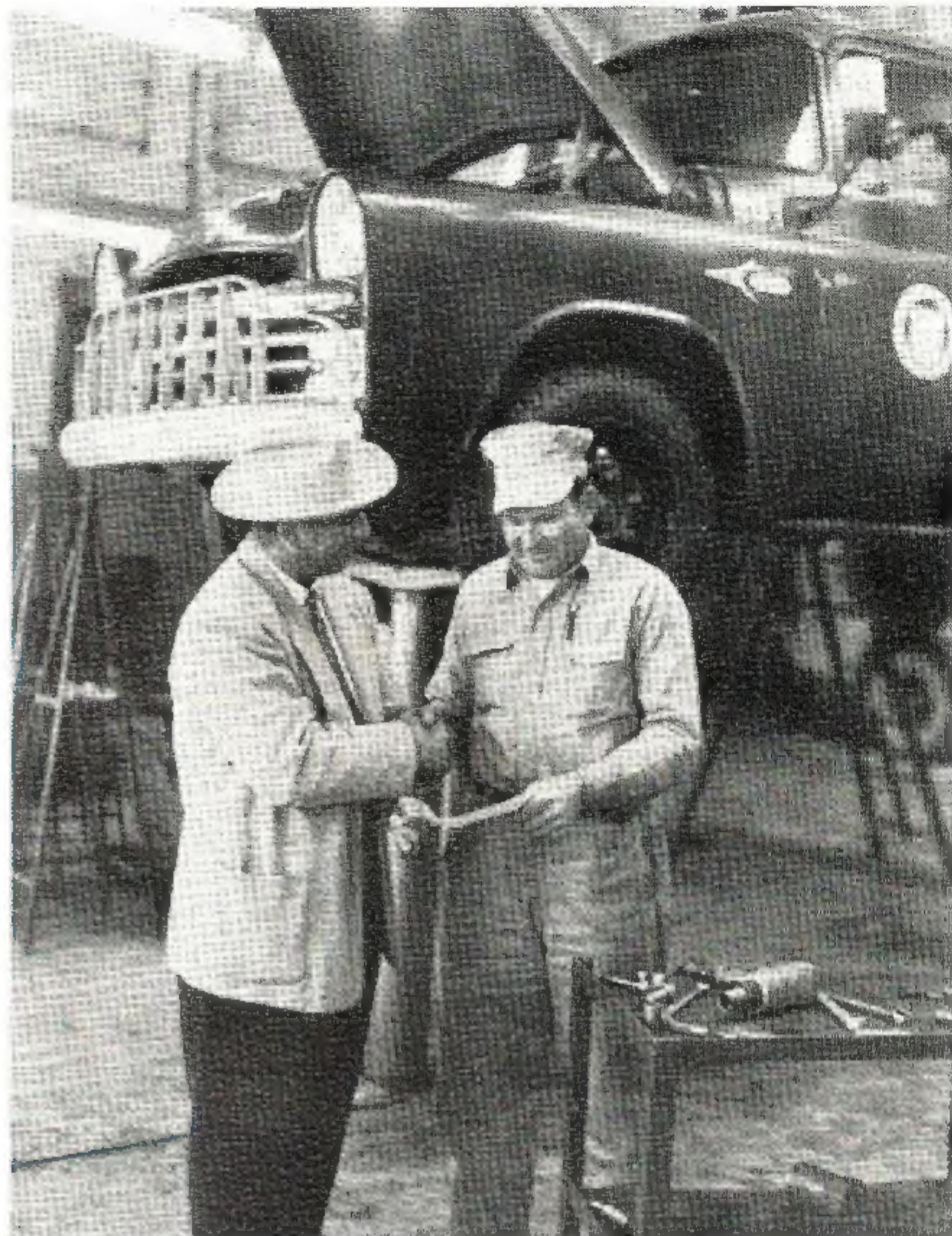
Send entries to: Frank Jones

Safety Director
Beaumont, Texas



Safety Contest Winners For February . . .

Mr. Ledbetter Wins \$25.00



Wilbur Ledbetter, mechanic first class, Lake Charles garage, grins with surprise as he accepts a \$25 check and congratulations from S. L. Stelly, Lake Charles Division safety-claims agent, after being named first prize winner of the system-wide safety contest for February.



Bobby L. Thompson, draftsman, System Engineering, Beaumont, receives his \$15 check and congratulations from Sterling Oliver, chief draftsman, Civil Engineering Department, Beaumont, for being the second place winner in the February safety contest.

Mr. Thompson Wins \$15.00

Only one driver was eliminated from this contest by a traffic accident last month.